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Runmin Zhang
An Analysis of The Reference of Legalist School Thought in Modern Society Under the Rule of Law

Jiawei Chen
Faculty of Arts, Wuyi University, Jiangmen, Guangdong 529030, China

Abstract: Legalism is one of the hundred schools of thought of the pre-Qin dynasty in China, and its ideas are one of the valuable treasures of traditional Chinese culture. In today's modern governance system of a society governed by the rule of law, there is also a certain amount of reference to the system of legalism in governance. This thesis attempts to explore and discuss the application of legalism in modern rule of law society from the perspective of the dialectical materialism of Marxist philosophy, using empirical analysis, documentary analysis and comparative analysis.

Keywords: Jurisprudence; Chinese legal history; Chinese philosophy; culture and inheritance

1. BACKGROUND OF THE STUDY

General Secretary Xi Jinping has focused on the strategic goal of building a socialist system in China today in accordance with the rule of law. The rule of law has become a strategic policy and goal of the Communist Party of China in the process of building a socialist state under the rule of law, and has become the basic strategy of the Communist Party of China in leading the people of all ethnic groups to govern the country. Although it is a far cry from the spirit of jurisprudence and the governance system of modern society, the Chinese system in jurisprudence has its own great influence and has its own lessons for the social governance system under the basic strategy of "ruling the country according to the rule of law" in China today.

2. OVERVIEW OF LEGALIST THOUGHT

2.1 The theory of the role of law

The pre-Qin legal philosopher Shen to said, "When a rabbit runs in the wilderness and hundreds of people are chasing it, it is not because a rabbit can be divided among a hundred people, but because the ownership is not determined." What we are talking about here is the need to clarify the ownership of things, similar to Article 13 of the current Chinese Constitution, which is a modern system of social governance, "The lawful private property of citizens shall be inviolable." [1] This is also the Western common law proverb of jurisprudence, the metaphysical "sanctity of private property of the individual".

Shang Yang's system of soldiers for the Qin Law Reform encouraged the Law Reform to have twenty ranks, "Everyone who had military merit was given a superior rank. Those who seek their own personal gain, every one of them, regardless of the degree of violation, shall be punished." The system of incentives for soldiers was established in the form of an explicit law, which encouraged people to achieve merit in battle and severely punished those who broke the law.

2.2 Opposing ritual and enforcing the rule of law

If Confucianism was the positive side, then Legalism was the extreme opposite of Confucianism. Legalism is a strict opponent of Confucianism's "rituals". It opposed the so-called revival of the ancient aristocratic rituals, which had no practical value, and only rewarded those who had merit. This objectively had a positive effect on the emergence of a new class of landowners in line with the economic trends of the time.

2.3 The theory that nature is inherently evil

The Legalists strongly opposed Mencius' theory of "the goodness of nature". Through a series of arguments in the metaphysical theory of human nature, the Legalists proved that human beings are inherently evil by virtue of their "good and bad" nature and their "avoidance of harm in the interest of profit". As the philosophical story of Guanzi, a thinker of the school of law, goes, the merchant travels a thousand miles day and night, but he does not feel the distance because he is attracted by the profit ahead. A fisherman is not afraid of danger and sails against the current, not even caring about the distance of a hundred miles, because he is also pursuing the benefits of fishing. Later on, Shang Yang, the great master of Legalism, concluded that "the people can be governed because they have good and bad natures." In this discussion of human nature, the Legalist view of the common people was somewhat radical, and from the perspective of the Legalist, the common people were a tool rather than an end in themselves. The philosopher Kant said that "man is an end and not an instrument." This view is also a more profound interpretation of the legalist argument from a different perspective.

2.4 Historical theory

This is also completely different from Confucianism's claim that it is a return to the rites and rituals of the Western Zhou. They believed that history was moving forward, somewhat similar to the historical materialism in Marx's philosophy today, and that all the superstructures of society, such as laws and institutions, should move forward with history, neither retrogressive nor conservative. Shang Yang had clearly stated that "we should not follow the past but the present". Han Feizi, a representative of the late Legalists, further developed Shang Yang's idea by saying that "if the times have developed and the way of ruling remains unchanged, society will certainly be in danger and chaos". In the story of the hare, he ridiculed the old Confucianists as fools, just
like the foolish hare in the story.

2.5 Overview of the strategies of governance
There were many representatives of the Legalist school, including Shang Yang, Shen Zhao and Shen Buhai in the early period. Their advocacies were to advocate what is known as the emphasis on law, the emphasis on power, and the emphasis on technique, respectively, and all three had their own characteristics. Han Feizi, the representative figure of the later period of Legalism and the master of Legalist thought, proposed a comprehensive theory that closely combined the three, namely law, art and power. Law refers to a sound legal system; power refers to the authority and power of the monarch, to have real power, to be in sole control of the military and political power as a celestial being; and technique refers to the strategies and methods and means to master the ministers, to hold power and to implement the decrees. It is mainly used to perceive and ensure one's authority and status in this capacity as a monarch, and to prevent one's subjects from committing acts of rebellion.

3. THE RELATIONSHIP BETWEEN LEGALISM AND THE RULE OF LAW IN THE PRESENT DAY
Generally speaking, China's contemporary rule of law system was born out of the civil law system and Marxist jurisprudence, while the traditional Chinese system under the framework of internal Confucianism and external law has long since collapsed and disintegrated. But as the saying goes, "A hundred foot worm does not die." A certain relationship between the rule of law can also be seen in today's contemporary rule of law system in China. By comparing the two with each other and using history as a guide, it is easier to draw enough nutrients from legalism to reflect and think about the rule of law system of governance in China today.

3.1 Attribution of power
The two are very different in their attitude towards power. Article 2 of the General Outline of Chapter 1 of the Constitution of the People's Republic of China states: "All power in the People's Republic of China belongs to the people." In legalism, the power of the monarch is supreme, and the law cannot limit the power of the monarch, whose power is beyond the law. "No matter under the sun is too small or too great to depend on the Supreme." In the eyes of the legalists, the law was merely a tool of the monarch to fulfil his desires. Marx said "In a democracy, the law is the king; in a dictatorship, the king is the law." [2] The power of the state is merely a system of organs that the people have given up a small part of their own power to the state.

3.2 Equity and justice
The first point is about the attribution of power. In the legalist view, the monarch is above the law and beyond it, which is clearly at odds with the modern concept of the rule of law. As the saying goes, "The son of God commits the same crime as the common people." In a modern society governed by the rule of law, the main purpose of the law is to uphold fairness and justice, whether it is the highest official or the lowest commoner, in the system of law enforcement, all must be treated equally, so as to achieve mutual fairness between people in terms of obligations and rights.

3.3 The boundaries of the obligations of the State and the people
Legalism lies in the relationship between the duties and rights of the state and the people, which is "strong state and weak people." Legalism advocates the supremacy of the power of the state, and will not hesitate to compromise the interests of the people for the sake of the state's rights. However, when the people's interests are seriously violated, even their own right to life and health, they will hysterically try to regain the part of their rights that they have contributed to the state.[3] The so-called serious legal system of the legalists will then be overwhelmed and the edifice of the state, the authority, will collapse. In the system of governance by the rule of law in the state, although China is promoting the principle of collectivism, it is also necessary to absorb the lessons of how the Qin state was destroyed in a short time. In accordance with the rule of law, and in accordance with the theory of sovereignty over the people as stated by the jurist Rousseau in his Social Contract, the power of the state should be returned to the people in as reasonable a manner as possible, guaranteeing them full rights and powers and achieving a harmonious unity between rights and duties, which is what Confucianism calls the "middle way" in another area and aspect. This is another area and aspect of what Confucianism calls the "Middle Way".

3.4 The limits and inapplicability of law
In the natural law school of thought, the law of evil is not law, and the law of law is ultimately about the goodness of humanity. However, the law is the lowest moral standard and cannot be used to restrain something more metaphysical. And it is in this way that legalism embodies its absolute requirement for the law. People's thoughts and perceptions, beliefs and other different areas cannot be regulated by law; people are the end and not the means. If you use coercive laws to discipline a person, the more rebellious he will become. Morality is more advanced and higher than law, and if morality is at work in a person's heart, then the state can avoid using lower laws to restrain and restrict him. In today's China, the process of ruling the country by law is also to do so, not to make the law dogmatic, not to commit "essentialism", but to realise the living soul of the law itself, to realise the "natural law" in the heart, which is also the value orientation of the modern socialist society. This is the value of the rule of law in a modern socialist society.

3.5 Judgement of the validity of the law
One of the major reasons why legalism is not the rule of law at all is that "punishment is used to punish excesses". The Book of Shang Jun (Shang Jun Shu) says The Book of the Shang ruler says: "But when punishment is inflicted on the people for a crime they have already committed, the evil will not be cut off. If rewards are applied to what the people consider to be 'righteous', then the crime cannot be removed. If the punishment does not remove the evil and the reward does not stop the sin, the state will be in chaos. Therefore, a king who has made his kingdom a success uses punishment when the people are about to commit a crime, so that no great evil arises; and uses reward to
denounce crime, so that no small crime escapes. When a nation is ruled, it is strong. When one nation does this, its nation will be alone in security. When two nations do this, war will cease a little. When all the world does this, the highest morality will be re-established.”[4] In the process of justice, it is necessary to look at the process of the validity of breaking the law, and in the legalistic perspective to see that whether or not an individual has actually committed a crime, it is an actual operative crime, legalization equates the person who has a criminal mind with the criminal who has committed a crime, and gives the same punishment together. Legalism fundamentally blurred the line between crime and non-crime and embodied the distinguishing feature of felonism.[5] A warning to future generations that China, in the process of war will cease a little. When all the world does this, the nation will be alone in security. When two nations do this,

3.6 The practicality of the law and how it is measured
As with the fifth point, the process of justice had to be normative and impartial. One of the main features of pre-Qin legalism was the emphasis on criminal law, with a large number of corporal punishments and various kinds of barbaric penalties. In my view, this is not law, and in the view of the natural law school, bad law is illegal, especially in relation to the abuses of law by the legalists. In measuring the extent and scope of the use of criminal law, the legalists greatly expanded the scope and application of the law to the extent that ordinary people were afraid to do anything at any time and in any place for fear of punishment. In a modern society governed by the rule of law, the practicality of the law and the extent to which it can be applied must be explicitly regulated and scrutinised. Of course, the progress of civilisation must also promote the disappearance of barbaric laws, and perhaps one day in the future the death penalty, the oldest criminal law of mankind, will be abolished.

3.7 The stability of law
One of the great contributions of the legalists was the transformation of natural law into written law. Since the law is the basis of the ruler's governance and the code of conduct to be observed by the people, the law should appear in the form of statute law and be made known to the public, so that it is “known to all”. It is difficult to standardise the moral norms of each individual, which makes it difficult to form a uniform system of social consensus. From a jurisprudential point of view, the law can play a decisive role in regulating and motivating all the people who have their own independence.

3.8 The progressive nature of legal governance
The general direction of the governance of society is "the rule of man", from the thought of the hundred schools of thought, be it Confucius and Mencius, Laozhuang or Legalism. Although a major time in the history of the Chinese legal system was when Dong Zhongshu dismissed the hundred schools of thought and revered only Confucianism, the core of its fundamental system of social governance was internal Confucianism and external law, which is fundamentally a system of governance under the rule of man, and this is also the Chinese system that has been inherited. The modern system of governance is the rule of law, and the rule of law is a great improvement on the rule of man. The rule of man, if it is governed by a wise ruler, is of course much more efficient, but history shows us that most monarchs are not capable of governing a country at all, only ordinary people. According to the philosopher Marx, law will eventually disappear in his vision of a communist society, and from the natural law school's point of view, it is roughly the disappearance of written law, where the morality of the human mind is sufficiently high that the innate natural law is ingrained in the people and firmly grasped, as the great German philosopher Kant called a priori reason in his Critique of Pure Reason. This is where, from a Marxian perspective, and looking at things from the perspective of historical materialism, society moves forward, and the path of development is tortuous. This is also true for the system of social governance, which is moving from the rule of man to the rule of law.

4. PROSPECTS FOR THE RULE OF LAW IN THE MODERN SOCIAL GOVERNANCE SYSTEM
As explained in the third major point above, the relationship between Legalism and the contemporary social governance system, Legalism has a relatively important and positive role to play in the rule of law of China's contemporary social governance system. The rule of law is an important achievement of human political civilisation and a basic framework for modern society. From the large national system of government to the small individual's words and actions, all need to operate within the framework of the rule of law. For modern China, the real rule of law is to build a state, a government and a society based on the rule of law as one. To promote the rule of law, rule by law and administration by law together is the true rule of law; to promote scientific legislation, strict law enforcement, fair justice and universal compliance with the law in a comprehensive manner is the true rule of law. The Chinese system has long since arguably collapsed for a long time, and the internal Confucian and external law system of governance came crushing down with the collapse of the feudal dynasty. However, there is still much to be learned from the modern system of social governance in China today in terms of realising the rule of law and the rule of law. China has now developed a basic strategy for the rule of law, i.e. the rule by law, and the socialist legal system with Chinese characteristics will definitely go more smoothly.

5. CONCLUSION
The research and argumentation of this thesis has firstly led to the general background of China's current social governance system, i.e. the vigorous implementation of the rule of law, and then to an overview of the main ideological core of Legalist thought, with particular emphasis on the judicial interpretation, implementation and trial process of the law, and an attempt to explore and understand the uniqueness and certain advancement of
Legalist thought in the pre-Qin era, as well as the uniqueness and modernity of Legalist thought. It is also an attempt to explore and understand the uniqueness of legal thought in the pre-Qin period and its certain advancement, as well as the reasons why legal thought became the core of the Chinese system of internal Confucianism and external law after Dong Zhongshu had deposed the hundred schools and revered only Confucianism. The most important point of research is the comparison and reference between the ideological core of Legalism and the basic strategy of the rule of law in modern society, especially in China. Therefore, the direction of this research paper is metaphysical and metaphysical, which is to compare and contrast the Chinese system of socialist rule of law with Chinese characteristics and the Chinese system of internal Confucianism and external law, in order to draw lessons from the former to the latter. Finally, this is the researcher's vision of the rule of law in modern social governance, particularly in the context of one of China's basic strategies, namely the rule of law. Just as the legal figures of the pre-Qin dynasty actually sacrificed themselves for the sake of changing the law, the change of social institutions will always move forward, but what is needed is the persistence and effort of the strategy and policy of the rule of law, and the respect for the law by all legal people. As the jurist Berman said, "The law must be believed in, otherwise it will be null and void"[6], and if my study of the relationship between jurisprudential thought and modern society can make a small contribution to the process of truly following the rule of law and the rule of law in society, then I will be satisfied [7]. I would be satisfied if my study of the relationship between jurisprudential thought and modern society could make a small contribution to the process of true rule of law and social transformation.

REFERENCES
Abstract: Scientific and reasonable ecological audit index system can not only regulate the accounting behavior of resource-based enterprises, but also guide the long-term development goals of enterprises. For those resource-based enterprises which use regional natural resources and mainly rely on material cost consumption, ecological audit is one of the important measures to improve the efficiency of resource utilization. The construction of ecological audit index system of resource-based enterprises is based on the hypothesis of "ecological rational economic man", with comprehensive income theory, industrial ecology theory and environmental performance audit theory as the basic logical starting point and value destination. The ecological audit index system of resource-based enterprises includes four aspects: ecological public opinion audit, ecological resource audit, ecological pollution audit and ecological responsibility audit.

Keywords: Construction; Ecological Audit Index System; Resource Based Enterprises

1. ECONOMETRIC MODEL AND CALCULATION STANDARD OF ECOLOGICAL RESOURCES INPUT AND ECOLOGICAL INCOME

Lawrence bloom, the western scholar who first paid attention to ecological resources investment, once pointed out in a speech at the United Nations General Assembly: "we used to evaluate development by GDP growth, but ignored the cost of ecological natural services, that is, the services provided by nature to human beings."[3] this study assumes that the so-called "ecological service cost" refers to the value of ecological resources invested by resource-based enterprises in the production process; after the end of the production process, these ecological resources become the "ecological benefits" of enterprises after technological processing and labor condensation; and the cost of enterprise governance of ecological environment is a special accounting expenditure, which should be counted as ecological cost. In order to continue to study the relationship between ecological resources input and ecological benefits, slok, the chief economist of Deutsche Bank, led his senior consulting team to test the standards of ecological resources input and ecological benefits of the British Commonwealth countries (BFC) in three years. The index system selects various input-output levels of the above-mentioned five resource enterprises, and uses the factor analysis method. The analysis method combs the model, checks the data and revises the results of the index system. The final conclusions are as follows (Table 4) [4]. We can see from the table that 58% of the annual output value of global resource-based enterprises is brought about by the transfer of ecological resources, while enterprises only take 10% of the output value as the cost of environmental pollution control, which is obviously extremely unreasonable. This is also the real reason why global environmental problems have been concerned by global citizens but can never be solved. It also shows that the audit of ecological benefits of resource-based enterprises must be closely combined with the four indicators of enterprises, namely, ecological governance cost index, R & D investment index, labor wage index and ecological resource input index. Generally speaking, in the total output value of enterprises composed of the above four indicators, the higher the input of ecological resources, the greater the degree of utilization and change of the environment of resource-based enterprises, and enterprises should invest more ecological environment restoration and compensation costs; and vice versa. It is worth noting that Chinese ecological economists have constructed the calculation formula of ecological contribution rate with Chinese characteristics according to the ecological resource classification measurement standard of Deutsche Bank

\[ R = \frac{3.5 \pm 0.05E - V \pm c - t}{500} \]

Among R It is the ecological contribution rate of resource-based enterprises, the average cost of pollution control in a certain industry, and the weighted average of all ecological control costs of industry enterprises; Tc Technology R & D investment; Lc Represents the labor cost; B0 Represents the total output value of the enterprise(x) It is a random function of various uncertainties, which can be ignored in large number statistics. Based on the analysis of the variable model, the Environmental Planning Institute of the Ministry of environmental protection of China studied the ecological environment indicators of China's coal industry in 2015, and pointed out that according to China. current price level, 350 yuan of the 500 yuan market value produced by each ton of coal mining is the ecological income brought by the ecological environment. Although the ecological income is lower than the global average of 360 yuan, there is no significant difference in China. resource utilization. Under the special situation of relatively low utilization rate, the ecological cost of 350 yuan still accounts for 70% of the output value of each ton of coal. If 116 yuan is deducted from human capital investment and scientific and technological research and development investment, the remaining "ecological management cost" of each ton of coal output value of coal...
enterprises is only 34 yuan (whether the 34 yuan can achieve the purpose of natural environment restoration in environmental management remains to be discussed). At the same time, according to the actual situation of the development of the coal industry, the people. network also calculated the conclusion that China, environmental ecological cost has accounted for 3.8% of GDP, and pointed out that the concept of green GDP may be abandoned by the government and replaced by a new ecological evaluation index system.

Table 4 statistics of ecological benefits of various resource-based enterprises

<table>
<thead>
<tr>
<th>Average energy consumption of resource-based enterprises (unit: USD)</th>
<th>Cost of Management (USD)</th>
<th>Technology and labor cost expenditure (USD)</th>
<th>Ecological benefits (costs) (US $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coal enterprises (83 / T)</td>
<td>12</td>
<td>18</td>
<td>53</td>
</tr>
<tr>
<td>Oil companies (41 / barrel)</td>
<td>5</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>Natural gas enterprises (350 / KM3)</td>
<td>12</td>
<td>138</td>
<td>200</td>
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<tr>
<td>Precious metal enterprises (56000 / kg)</td>
<td>600</td>
<td>24400</td>
<td>31000</td>
</tr>
<tr>
<td>Light metal enterprises (12000 / T)</td>
<td>800</td>
<td>3200</td>
<td>8000</td>
</tr>
<tr>
<td>Other mineral enterprises (10000 / T)</td>
<td>500</td>
<td>2500</td>
<td>7000</td>
</tr>
<tr>
<td>Large business operator of cash crops (1100 / T)</td>
<td>100</td>
<td>300</td>
<td>700</td>
</tr>
<tr>
<td>Crop management cooperatives (3200 / T)</td>
<td>200</td>
<td>1200</td>
<td>1800</td>
</tr>
<tr>
<td>Forest Farm (36000 / 1000 mu)</td>
<td>3000</td>
<td>13000</td>
<td>20000</td>
</tr>
<tr>
<td>Enterprises relying on seawater (150 / KM3)</td>
<td>10</td>
<td>30</td>
<td>110</td>
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<tr>
<td>River water supporting enterprises (120 / KM3)</td>
<td>9</td>
<td>31</td>
<td>80</td>
</tr>
<tr>
<td>Enterprises relying on lake water (132 / KM3)</td>
<td>11</td>
<td>39</td>
<td>83</td>
</tr>
<tr>
<td>Enterprises relying on mountain spring water (240 / KM3)</td>
<td>30</td>
<td>80</td>
<td>130</td>
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<tr>
<td>Xueshu relying enterprises (90 / KM3)</td>
<td>4</td>
<td>16</td>
<td>70</td>
</tr>
<tr>
<td>Glacier water supporting enterprises (50 / KM3)</td>
<td>3</td>
<td>17</td>
<td>30</td>
</tr>
<tr>
<td>Solar energy enterprises (20 / 1000kwh)</td>
<td>2</td>
<td>8</td>
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<tr>
<td>Electric energy enterprises (21 / 1000kwh)</td>
<td>2</td>
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<td>10</td>
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<tr>
<td>Wind energy enterprises (16 / 1000kwh)</td>
<td>1</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>Agricultural land supporting enterprises (11000 / 100 mu)</td>
<td>300</td>
<td>2700</td>
<td>7000</td>
</tr>
<tr>
<td>Mountain enterprises (8000 / 100 mu)</td>
<td>500</td>
<td>2500</td>
<td>5000</td>
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<tr>
<td>Enterprises relying on pasture land (6600 / 100 mu)</td>
<td>1000</td>
<td>2600</td>
<td>3000</td>
</tr>
<tr>
<td>Enterprises relying on breeding land (5400 / 100 mu)</td>
<td>400</td>
<td>2000</td>
<td>3000</td>
</tr>
<tr>
<td>Pharmaceutical manufacturing enterprises (200000 / KM3)</td>
<td>1</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>Cement production enterprises (11000 / 100)</td>
<td>1500</td>
<td>2500</td>
<td>7000</td>
</tr>
<tr>
<td>Chemical enterprises (8000 / T)</td>
<td>10000</td>
<td>30000</td>
<td>40000</td>
</tr>
<tr>
<td>Automobile enterprises (2.1 million / 100 vehicles)</td>
<td>15</td>
<td>85</td>
<td>110</td>
</tr>
<tr>
<td>Ceramic enterprises (60000 / T)</td>
<td>12000</td>
<td>18000</td>
<td>30000</td>
</tr>
<tr>
<td>Total</td>
<td>31017(10%)</td>
<td>146796(32%)</td>
<td>164433(58%)</td>
</tr>
</tbody>
</table>

Note: the statistical time point is 10:00 a.m. on December 31, 2014; all kinds of resource prices are obtained according to the current international market prices combined with the scientific measurement of industry experts; the measurement price of a certain type of enterprise selects the data of the 100 most growing international multinational companies, which are weighted by experts (the specific measurement process is omitted). The "ecological governance expenses" shown in this table refers to the expenditure items invested by enterprises in the governance of external diseconomy; the so-called "technology and labor cost expenses" refers to the expenses invested by enterprises in the process of labor employment and scientific and technological research and development. After the end of the production process, these expenses are accrued in the form of enterprise human resource costs in the non-material income items. "Ecological benefits" refers to the environmental value-added benefits of pure ecological resources invested in the production process after the production process.

2. ECOLOGICAL AUDIT EVALUATION INDEX SYSTEM AND ITS WEIGHT OF RESOURCE BASED ENTERPRISES

Under the situation that the traditional environmental performance evaluation theory is faced with fuzzy statistics and complex digital measurement, to solve the environmental pollution problem of enterprises, especially resource-based enterprises, we must take out an objective and fair index model of ecological audit evaluation, and formulate scientific and reasonable industry ecological audit rules on this basis, so as to lay a foundation for the construction of enterprise ecological audit index system. Therefore, according to the general principles of modern audit, this study puts forward the "three-level" index system of ecological audit of resource-based enterprises. The names and weights of each index are as follows (Table 5).

According to the weight of the index system, we can calculate the weight of the enterprise $E_{\text{eco}} = \sum (\beta_{a1} \cdot \beta_{a2} + \beta_{a3})$ (of which $E$ It represents the overall evaluation score of ecological audit...
Table 5 "three level" index system and index weight of ecological audit of resource-based enterprises

<table>
<thead>
<tr>
<th>First level indicators (x)</th>
<th>Secondary index (XI)</th>
<th>Third level index (Xi)</th>
<th>Index weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecological public opinion audit (25)</td>
<td>Audit on the number of environmental petitions</td>
<td>Audit of environmental petition events handled</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Environment petition audit in progress</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Audit of untreated environmental petition</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Audit of media exposure times of environmental problems</td>
<td>Exposure times of central media</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exposure times of provincial and ministerial media</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exposure times of city and county level media</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Audit of environmental litigation cases</td>
<td>Supreme Court case audit</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case audit in intermediate court</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Audit of cases in grass roots courts</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Environmental violence audit</td>
<td>Audit of group environmental violence</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Audit of general environmental violence</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Ecological Resources Audit (25)</td>
<td>Ecological resources input audit</td>
<td>Audit of ecological resources acquisition</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ecological value audit of resources</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Audit of ecological resources</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Audit of domestic measurement standards of ecological resources</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Auditing of international standards of ecological resources measurement</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Process audit of ecological resources circulation (production process audit)</td>
<td>Audit on the externality loss of ecological resources</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Audit of natural disaster loss of ecological resources</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Audit of human accident loss of ecological resources</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Ecological resources output audit</td>
<td>Ecological management cost audit</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Technology R &amp; D cost audit</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Labor cost audit</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ecological income audit</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Ecological pollution audit (25)</td>
<td>Ecological pollution audit</td>
<td>Outer space pollution audit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Air pollution audit</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Seabed pollution audit</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Deep audit of ecological pollution</td>
<td>Carbon monoxide emission per cubic meter</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sulfur dioxide emission per cubic meter</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nitrogen dioxide emission per cubic meter</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ozone emission per cubic meter</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PM2.5 emission per cubic meter</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PM10 emission per cubic meter</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Ecological responsibility audit (25)</td>
<td>State political responsibility audit</td>
<td>National ecological legislation audit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Government ecological law enforcement audit</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>National ecological supervision audit</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Civil society responsibility audit</td>
<td>Negative ecological audit response</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ecological behavior audit of omission</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Enterprise economic responsibility audit</td>
<td>Regular pollution control accounting audit</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Accounting audit of environmental penalty compensation</td>
<td>4</td>
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</table>

3. CONCLUSION
Auditing, auditing and accounting process of nongovernmental organizations or enterprises is the process of auditing, auditing and accounting activities of nongovernmental organizations. The traditional audit evaluation is based on the hypothesis of "rational economic man" in post institutionalism economics. This kind of audit mode based on profit maximization has shown many deficiencies in the application level under the situation that enterprises frequently cause ecological environment pollution. According to the evaluation characteristics of the risk oriented audit model, combined with the practical difficulties of accounting data collection of resource-based enterprises, this paper thinks that the
important link to control the environmental risk crisis can start from the construction of ecological audit index system. Generally speaking, the ecological audit index system of resource-based enterprises is based on the hypothesis of "ecological rational economic man", which is based on comprehensive income theory, industrial ecology theory and environmental performance audit theory. In order to verify the scientificity of the above index system, this research group applies the above three-level ecological audit index system to the ecological audit activities of Shandong Jinling iron ore group, and the results are basically the same as the ecological profit of the enterprise.

ACKNOWLEDGEMENTS
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REFERENCE
The Collision of Self and Other: A Deconstruction Interpretation of *Wide Sargasso Sea*

Ben Li
Xi’an International Studies University, Xi’an, Shaanxi 710000, China

Abstract: Jean Rhys is an essential English writer who adopts at stream-of-consciousness and is best known for her book about the third world *Wide Sargasso Sea*. In her works, lavish language, distinct criticism, and profound thoughts are shown. As her representative work, *Wide Sargasso Sea* tells the story of Antoinette's struggle to survive, fight and save herself in the imperial power, in the gap between blacks and whites, and a patriarchal society. As current studies on this work concentrate mainly on the deconstruction perspective, this paper intends to continue to analyze the deconstruction of the binary opposition between the colonial Self and the colonized Other in *Wide Sargasso Sea* with three aspects: identity crisis; madness and sanity; voice and silence to reveal the heroine's survival predicaments.

Keywords: *Wide Sargasso Sea*; deconstruction; Self; Other

1. INTRODUCTION

*Wide Sargasso Sea* is generally considered the prequel of Charlotte Bronte's famous female novel *Jane Eyre*. Her mother has not loved Antoinette since she was a child, and she has not been able to get a sense of security from her mother. In this condition, she then pinned her emotions on Christopher, Tia, and Rochester. Still, her mixed identity could not enable her to have an equal and stable identity with them. Whether it was family, friendship, or love, Antoinette was scarred and eventually ended her life in a fire. Through the description of the unfortunate experience of the protagonist Antoinette, Rhys reveals that patriarchy, with its hierarchy and cultural oppression, are the culprits that destroy happiness, love, and trust. The theme of this novel is about "race, gender, and the legacies of West Indian plantation history" (Morrell 181).

What is more, Rochester's wife Bertha Mason's experience before she was put in the attic under the label of "madness" was rewritten again, and a completely different story was presented to the readers. Through multiple narratives, this novel shows readers a series of conflicts caused by binary opposition, including blacks and whites, colonizers and colonized persons, Self and Other, and so on. However, under Rhys' pen, the binary opposition between the colonial Self and the colonized Other is quietly deconstructed and subverted.

2. A DECONSTRUCTION INTERPRETATION OF *WIDE SARGASSO SEA*

This paper will mainly discuss the deconstruction of the colonial Self and the colonized Other from three aspects. The first one is the identity crisis. On the one hand, Rochester and Daniel are both victims of legal inheritance when their skin color and race fade. On the other hand, although Rochester and Antoinette are white, they both wear white masks in their life. Thus, both of them are experiencing identity crises caused by a series of binary oppositions. The second one is the deconstruction by madness and sanity. In *Wide Sargasso Sea*, Antoinette is not as silent as *Jane Eyre* but a woman with her own words and reason; however, Rochester sometimes appears mad. The last is the deconstruction by voice and silence. In this novel, the Other also has the right to speak, while sometimes the Self becomes the Other, becoming as silent as the Other.

2.1 The Deconstruction of Self and Other between Identity Crisis

In the first place, the binary opposition between the colonial Self and colonized Other is deconstructed by identity. Firstly, under the same property inheritance right, the binary between the Subject Rochester and the Other Daniel becomes blurred. Both of them are victims of unjust laws, and both have been severely affected by this inheritance law. In addition to this, both Rochester and Antoinette met the trouble of identity crisis, and they were both tied and hurt by their identities.

As for Rochester, in the tension between Rochester and Antoinette between Self and Other, Rochester has been trying to gain the identity of a white male in the sovereign state by destroying Antoinette's life will-the racial Other. However, Rochester failed to do so in the strange West Indies. Instead, in the blank field of the Caribbean colony where European white men satisfy colonial desires, a colonist who should have shined, Rochester suffered from physical, psychological, and cultural alienation, which eventually caused him to encounter a severe identity barrier.

Moreover, as a newcomer, Rochester lost control of the environment and showed uneasy behavior. Rochester was the second son of the family. As soon as he left university, he was sent to Jamaica by his father to marry Antoinette to obtain a property of 30,000 pounds. In this way, the Rochester family preserved the integrity of the family property through the eldest son's inheritance system and did not make the younger son poor. As soon as he arrived in Jamaica, Rochester's body was extremely unwell. "For nearly three weeks of that time he was in bed with fever" (Rhys 25). Everything here was strange to him, completely different from the British Empire. Therefore, Rochester sighed sincerely: "everything is too much, too much blue, too much purple, too much green. The flower
too red, the mountains too high, the hill too near..." (Rhys 26). Living on the island, Rochester felt that this place carried a strange, disturbing and mysterious beauty. Finally, for Rochester, the weather in West Indian was fickle, the people here were weird, and even his new wife was a stranger. He was not satisfied with his wife, and he thought that "her eyes are too large and can be disconcerting" (Rhys 25). Rochester's every move is staged, and he felt his performance was perfect. If he saw an expression of doubt or curiosity on someone's face, it must be on the front of a black man, not a white man. Psychologically, Rochester's psychological monologue reveals that he is merely acting out himself as a colonial self. What is reflected from the face of the black Other is not an affirmation of his identity but a doubt. Rochester was forced to come to West Indian and eventually hated it physically and psychologically, struggling in an identity crisis and hurting others at the same time.

As for Antoinette, her in-betweenness caused her identity crisis. For one thing, in her hometown, in the eyes of purebreds whites, she was not white at all. They were just down-and-out "white nigger" (Rhys 5). In the eyes of black people, white Creoles are "white cockroaches" (Rhys 5). This was the contemptuous term blacks give to white Creoles. Living day after day in this kind of crack, Antoinette also stepped away from her hometown and headed to England. She was eager to get a sense of belonging from Britain to determine her position and get rid of her infinite loneliness. However, in the search for a sense of belonging, Antoinette was not steadfast in Britain. She must have been at war with doubt in her heart. For another thing, she often asked about the situation in Britain, trying to learn more while she stubbornly insists on her conception of Britain. Rochester has been trying to reinforce her British consciousness from his wife's creole confusion and chaos but has not succeeded. Therefore, Rochester finally imprisoned Antoinette in British land and completed his conquest. In an English country house, she wandered like a ghost every day. When Charlie came to visit her and asked something about laws, Antoinette rushed to bite him like a mad. In the end, Antoinette had nothing but denial and hatred for Britain, and she threw herself into the fire.

In summary, both Rochester and Antionette were forced to leave their hometowns and live in a prison-like place. Due to the conflict, they each suffered from an identity crisis. Both of them are powerless. They are both victims of family identity. Rochester's father cares about his brother, Antionette's mother cares about her younger brother. Therefore, their identity crisis structure weakened the duality of colonial Self and colonized Other.

2.2 The Subversion of Self and Other between Madness and Sanity

In the second place, under the interweaving of madness and sanity, the opposition between the colonial Self Rochester and the colonized Other Antoinette has also been weakened. Unlike Jane Eyre, Rochester has a wild side in Wide Sargasso Sea, while Antoinette has a sane side in this novel.

Rochester's madness is mainly manifested in the following two aspects. First of all, Rochester has always wanted to change his wife's name after marriage. In Rochester's mind, Antionette was a rebellious and disturbing Other from the West Indies. For the unfamiliar Other, he could only call it by a familiar name. Rochester wanted to deprive Antoinette of her identity by depriving her of her name. After marriage, Rochester called his wife Marionette. From this point of view, Rochester's behavior was patriarchal and bore traces of primitive worship. It was no different from the barbarians who used Obeah witchcraft that he despised, and they all had some madness. Secondly, deep down in Rochester's heart, he has never loved Antoinette. "He did not love her. He was thirsty to her, but that was not love. Antoinette was just a stranger, a stranger who did not think or feel as he did" (Rhys 39). Rochester only had the catharsis of desire and the fusion of the body to Antoinette, but no spiritual communication. Also, to avenge Antoinette, Rochester had sex with Amelie at home. These behaviors all run counter to the character of the gentleman of the British Empire, highlighting Rochester's madness.

Antoinne's sanity is also mainly reflected in the following three aspects. Firstly, when faced with the new name her husband gave herself, Antoinette did not obey blindly but expressed strong resistance. Secondly, when Antoinette discovered the affair between her husband and Amelie, she did not immediately hate her husband but continued to repair the relationship between the two. Finally, Antoinette asked Christophe for help, hoping that her husband could change his mind with the help of obeah. Finally, live in life between white nigger and white cockroaches. Antoinette's predicament and struggle came to a climax. So Antoinette wanted to leave this beloved but heartbreaking place by marriage. She tried to change her identity through marriage. In Antoinette's pursuit of who am I, Christophe had always been a warm harbor in her heart. She was independent, brave, and dare to fight against evil forces. For Antoinette, Christophe was like a mother, sister, or friend to her, giving her the strength to move forward. Whether it is Tia's or Rochester's doing, Antoinette has been pursued her identity throughout all her tragic life. Until she heard Rochester's voice of Bertha, she discovered that what she struggles for is endless pain. Antoinette finally realizes Coulibri was her only home. She could pretend to continue living in a prison-like place. Antoinette was not mad but sane, and she knew what she wants to be.

In short, Antoinette could be seen as a double of Rochester, while Rochester could also be seen as a double of Antoinette. Under the interweaving of madness and sanity, the binary opposition between Self and Other has also been deconstructed little by little.

2.3 The Deconstruction of Self and Other between Voice and Silence

In the last place, not only the Self is speaking, but the Other also have words. Thus, the opposition between the colonial Self and the colonized Other has also been weakened in some cases.

Between the colonial Self Rochester and the colonized Other Antoinette, the binary opposition is blurry. Soon
after Rochester and Antoinette were married, Rochester changed his wife's name. He called Antoinette Bertha, an authentic English woman's name. Sometimes called her Marionette. Whether from cultural anthropology or sociology of knowledge, the fundamental motive of giving familiar names to unfamiliar things is to control the called things and make them controllable by the subject. In the process of re-name, the opposite relationship between Self and Other was created invisibly. Still, Antoinette's reaction did not constantly strengthen the opposition between the two but made the boundary more blurred. When Rochester called his wife under a new name, Antoinette strongly resisted. Antoinette pointed out that "you're trying to make me in to someone else, calling me by another name. I know that's obeah too" to show her resistance (Rhys 68).

What is more, the boundary is also become blurred between the colonial Self Rochester and the colonized Other Christophe. In the conversation between the two, the speaker is always the one in power. The speaker is not colonial Self Rochester but colonized Christophe. As the first-named speaker and interpreter in the novel, she symbolizes black power and represents a different story. She is a prestigious Obeah witch; Christophe is the heir and representative of West Indian black culture. But, as a colonized Other, she has a voice. She dares to face colonial authority and represents the power that confronts the white colonists represented by Rochester.

The conflict between Christophe and Rochester vividly demonstrated the power of the black language. The dispute began when the two met. In the description of Rochester, by reading, it shows that "she looked at me steadily, not with approval, I thought. We stared at each other for quite a minute, I looked away first and she smiled to herself..." (Rhys 60). It is not difficult to find that Rochester admitted that he was indeed a little afraid of Christophe. Later, he saw an introduction about Obeah martial arts in the book The Glittering Cornet of Isles, which made him even more fearful of Christophe and worried that she would turn herself into a zombie.

Apart from this, in the quarrel between Christophe defending the Rochester couple, the dialogue between them once again deconstructed the opposition between the subject and the Other. When Rochester accused Christophe of interfering with the couple's problems and trying to drive her away, Christophe pointedly pointed out the truth about their marriage and said no rudely. Instead, she reprimanded Rochester's despicable behavior in the tone of a judge: "everybody know that you marry her for her money and you take it all. And then you want to break her up. You wicked like Satan self!" (Rhys 75). At this time, Rochester's silence once again confirmed his fear and weakness.

In the conversation between the two, Rochester always answered Christophe's words unconsciously. Her words kept echoing in Rochester's mind, making him dizzy, as if his conquered objects were beginning to destroy him. Above all, it can be seen that, as a colonial Self, Rochester does not have full power in many conversations. Instead, he has changed from having a voice to being a silent person. Antoinette and Christophe have their voices as the colonized Other, and they have become a speaking subject from the other represented.

3. CONCLUSION

In conclusion, Rhys' postcolonial consciousness is most vividly reflected in this novel. Rhys deconstructed the fiction of empire into a multiplicity of perspectives. In this way, the binary opposition between the colonial Self and colonized Other has also been deconstructed step by step—the factors that aid the deconstruction are: identity crisis; madness and sanity; voice and silence. After encountering an identity crisis, Rochester and Antoinette were both identity victims. They were forced to leave their hometown, feeling unhomeliness deeply and alienated. Then, the Self in a foreign land also became mad, while the Other had rational emotions. Also, the silence of the Self and the voice of the Other alternately promoted the development of the story, all of which deconstructed this binary opposition, making the story ups and downs and deeply rooted in the hearts of the readers. All in all, the frequent emergence of Other benefits the readers to understand better the women who hardly live at the edges of society while the dissipation of Self and its collision with Other may challenge the central idea of patriarchy and question the misrepresentation of Creole's identity in the European-centric narrative discourse.

REFERENCE

Innovative Development Trend of Visual Communication Design in The Era of New Media

Yajun Su
Jiangxi Institute of Fashion Technology, Nanchang, Jiangxi 330201, China

Abstract: The era of new media has formed a great influence on visual communication design, promoting its innovation and improvement. In order to meet the consumption requirements of users, visual communication design is increasingly diversified, integrated and virtualized. This paper mainly analyzes the development trend of visual communication design in the era of new media.

Key words: New media; Visual Communication Design; The development trend

1. INTRODUCTION

New media is an upgrade of conventional media. It is a new form of communication created by making full use of network data technology and combining with traditional media to provide new media services for consumers. In the context of the development of new media, in order to achieve the browsing experience of users, we can follow the progressive characteristics of new media to conduct the appropriate visual communication design and promote the development and innovation of visual communication design in an orderly manner.

2. BASIC CONCEPTS OF VISUAL COMMUNICATION DESIGN

Visual communication design is the key to the achievements of its transport way, communication and reflect on the senses, to transfer the contents of the design, the present stage, through to the implementation of information technology software and facilities, is simple for the communication of original data, and at the same time, according to various information has very main effect. Visual communication design focuses on experience and feeling, plays a key role in the process of media operation, and constitutes a kind of natural aesthetic effect in the process of unified design, and becomes the key path of communication units, objects and buyers.

Today's visual communication design is not only reflected in the design level, but also continuously forms a unique data transmission means through the combination with other media forms, forming a more colorful new media visual experience. The progress of China's overall design is relatively short, which is mainly due to the weakening of the concept of design due to the changes of domestic trends, resulting in the public's indifference to the communication design. However, with the arrival of a new era, the role of visual communication design has been highlighted, and the public has begun to focus on the significance of visual communication design in daily life, forming a new model more suitable for human progress

3. THE DEVELOPMENT TREND OF VISUAL COMMUNICATION DESIGN

3.1 Diversification and integration of design

At present, China's cultural and artistic innovation has also entered a new stage, promoting the development of social civilization. Among them, the user demand diversification becomes the market progress situation. In the process of visual communication design, user communication should be carried out on the basis of new media communication platform to show the diversity and integration of new media visual communication design. Through the implementation of its plan analysis can be known, pattern, text, color, arrangement and so on are the main factors of the design scheme. In the overall planning, it is necessary to show the comprehensive and correspondence of visual communication design in accordance with the diversified requirements of users, and skillfully adopt the design elements with differences to meet the best visual transmission design results. Under the background of new era, to adapt to the progress situation of diversification and integration, design staff need to continue to learn a new way of design ideas and implementation, by studying the case of excellent design work and master and the media, and gradually expand their design vision and thoughts, the thinking of practice of visual communication design innovation, designed for customers with innovative visual communication plan. From the aspect of advertising data publicity, it directly connects units, commodities and consumers to form a closed form of commerce. Under the background of the new media technology, user requirements and the data obtained form of great changes have taken place in and through detailed division of user groups, to expand the visual communication design work accurately, to ensure that the visual communication design and creative, artistic, personality, fully meet the requirements of the diversification of different people, and to ensure it has sufficient art cultivation and culture.

3.2 Visual communication design interactivity

Under the new media communication environment, the transmission range and transmission speed of data have undergone great changes, and a large amount of information fills the life and work of users. The key to implement visual communication design in this atmosphere lies in how to gain users' affection and recognition flexibly. Therefore, it is necessary to establish a scientific visual communication design plan according to the characteristics of new media communication and the appropriate application of modern design assistance.
technology and system, so as to strengthen the synergy between users and the main body of propaganda. The content of data transmission is gradually transformed from static to dynamic, making its interaction possible. Interaction means that when users browse visual communication design information, they not only receive the information unilaterally, but also interact with the works of visual communication design, so as to give users more reading feedback and enhance their browsing experience. Through the development of personalized visual communication page, can meet the reading requirements of different users, to ensure its correspondence and advanced in information transmission. The analysis of traditional visual communication design shows that the information obtained by the masses is limited due to its certain technical limitations. In order to properly address this problem, we should give full play to the advantages of new media communication and highlight the interactivity in the implementation of visual communication design, so that it can effectively interact with the transmission subject and enhance the user's reading experience. It is the mainstream progress situation at the present stage. Based on this design principle, the scientific integration of users and media should be highlighted, the new media field of national communication should be established, and the leap of media communication should be completed. In order to continuously promote the progress of visual communication design, we should cultivate a group of high-quality elites, ensure the reliability of talents in the market, promote the development of new media in China in an orderly way, and give play to the significance of The Times of visual communication design.

3.3 Visual communication design virtualization

It can be known from the analysis of visual communication design work under the new media communication, and fictional design has become one of the progress paths of visual communication design work. With the support of Internet data technology, it breaks through the limitation of conventional physical design and can combine scientific and technological information technology to make the visual communication elements implement virtual display, so as to open up a new design direction, complete the innovation and combination of science and technology and humanities and art, and bring brand-new visual experience and cultural enjoyment. In the context of new media communication, the virtualization innovation of visual communication design promotes the improvement of media communication mode. Conventional media communication, users through TV, newspapers, websites and the big screen and other visual ways to get information, it is difficult to master all aspects of the news information all information; Through the combination of Internet data technology and virtual technology, it can implement multi-dimensional browsing experience, read news and information from multiple perspectives, and have a comprehensive and meticulous good reading experience. In the past, when some complicated and obscure art information was disseminating, traditional media could not directly express it with words. Moreover, due to the different cultural and knowledge levels of users, it was more difficult for information to be transmitted to users more widely. In the era of new media, in order to achieve the best information transmission effect, virtual design of visual communication can be carried out to make the complex and obscure content easier to understand. For example, in the new media communication of history and culture, the virtual design of visual communication can be reasonably applied to interpret cultural content around the pictures of historical relics, guide users to understand historical relics in the virtual scene, learn relevant historical knowledge, and enhance users' cultural knowledge [2].

4. CONCLUSION

To sum up, the application and development of visual communication design has become a key step in the progress of our country at the present stage. This technology is not only a kind of design for new vision, but also attracts different groups. It completes the full communication and transmission of information, and plays a major role in data transmission.

REFERENCES

An Analysis of Carnival Narration in *Wide Sargasso Sea*

Nan Deng
School of English Studies, Xi’an International Studies University, Xi’an, Shan’xi 710128, China

Abstract: Jean Rhys (1890-1979) is an outstanding British writer. *Wide Sargasso Sea* as a prequel to *Jane Eyre*, this work tells the tragic life of the crazy woman Antoinette in the attic in *Jane Eyre*. This novel wins the Royal Society of Literature Award in 1966 and W.H. Smith Award in 1967. Because this work has a strong carnival color, this thesis explains how the carnival narration is represented in this work by analyzing the carnival narrative structure, carnival character and carnival language. Importantly, it also explores the literary effects of the carnival narrative on the novel, and then reveals the subversive theme of the novel.

Keywords: *Wide Sargasso Sea*; Carnival narration; Literary effects

1. INTRODUCTION

1.1 Jean Rhys and her work *Wide Sargasso Sea*

Jean Rhys was born in Dominica in the Caribbean Sea. In 1966, she published *Wide Sargasso Sea*, which became her famous work. Since *Wide Sargasso Sea* is a rewriting of *Jane Eyre*, it has attracted widespread attention. This novel is based on the background of Jamaica, a former British colony in the 1830s and presents a complex humanistic outlook. Rhys not only focuses on the West Indian white Creoles who are marginalized in colonial society, but also focuses on their marginal suffering, spiritual suffering and life suffering. In the book, she also describes the image of a man who is oppressed by the eldest son inheritance system. However, through a series of carefully arranged carnival narration, the novel breaks Europe's absolute right to speak of the colonial people and also breaks the oppression of women by the dominant position of male power.

1.2 The Carnival Theory

Mikhail Bakhtin (1895-1975) is a distinguished Russian literary theorist who makes a great contribution in literary theory. Bakhtin asserted that people in the Middle Ages lived two lives. One is daily, with rules and order all over it; the other is carnival, where people continue to provoke official rules and order. Carnivalization is the core of Bakhtin's theory. In modern and contemporary literary criticism, carnivalization has become a metaphorical discourse and unique methodology that reveals the meaning and value of various cultural texts (Sun Lei 97). Thus, literary works often use carnivals to express a new understanding of things. This understanding also includes subverting the old discourse system and establishing a new discourse model. Because in the carnival world, people break through the shackles of discipline through a state of freedom and discretion, deny absoluteness and deconstruct the binary opposition in order to get rid of the sense of alienation and get a short spiritual rest. In *Wide Sargasso Sea*, whether it is narrative structure, character or the language has a carnival color, which makes readers indulge in the carnival narrative aesthetics and allows readers to have a deeper understanding of the post-colonial theme of the text.

Although there has always been a lot of attention at home and abroad to *Wide Sargasso Sea*. Many scholars have conducted an analysis of it from the perspective of colonialism, feminism and modernism, and some scholars have analyzed it from the image of crazy characters and the playfulness of the implicit author, directly exploring the theme of this work from the carnival theory is still blank.

2. AN ANALYSIS OF CARNIVAL NARRATION IN *WIDE SARGASSO SEA*

In *Wide Sargasso Sea*, carnival narration can be seen everywhere. The author makes the text more subversive by shaping the carnival crowning and decrowning of the characters, the carnival characters and all kinds of playful and carnival language.

2.1 Carnival Narrative Structure in *Wide Sargasso Sea*

In order to explore the carnival narrative structure, it's necessary to analyze the structure of crowning and decrowning. The primary carnival ritual is the "mocking crowning and subsequent decrowing of the carnival king" (Bakhtin 124). The clown first disguises himself as a king, but once his reign is over, he turns back into the jester he used to be. He enjoys only a brief orgy. Bakhtin also states that "all the images of carnival are dualistic" (171). Crowning and decrowing are no exception. Crowning means that the decrowing must be taken off, the two exist at the same time, inseparable, and transform and alternate with each other. In this novel, Jean Rhys regards the text as the Carnival place. In this place, Antoinette and Rochester both have experienced crowning and decrowning. First of all, Antoinette has experienced two times of crowning and decrowning. She is born in a slave-owning family in Jamaica in the 19th century, she is creole and she faces an complex identity as a white master growing up in a colonized place. Because of her special complexion, she faces double consciousness, which is a consciousness or a way of perceiving the world that is divided between two antagonistic cultures that of the colonized and that of the indigenous community. Just as Edward M. Said, "Orient and occident are man-made" (1801). Orientalists help Europe to establish its self-image by portraying the East as the "other". Thus, Antoinette is "other" in the eyes of the black, and she is also utterly "other" in the eyes of the white colonists. Thus, black Jamaicans reject Antoinette because her father is a slave-
owner and the English people marginalize her because she comes from the west Indies. She is trapped between two distinct cultures, neither accepted by the colonized black people nor by the white European colonizers. Just as Min Peng states that "for many countries where blacks and other minor ethnic groups are living at the bottom of the society, racial discrimination is a deep-rooted social illness" (328). When Antoinette was young, as a strange crowd in the eyes of black people, the black always mocked her and song "white cockroach, go away" (Rhys 5) and the black always thought that "black nigger better than white nigger" (15). Thus, she crowns herself by making friends with black people, urging herself to gain a place in this carnival. She makes friend with Tia, eats the same food, slept side by side, bathed in the same river, she even went home wearing Tia's clothes. This seems to be her successful crowning in this identity carnival. But, at that time, the West Indies abolitionist movement is surging, the black begins to resist in order to seek their own rights. They set fire to Antoinette's home, and even her good friend Tia does not comfort her, but threw stones at her. Antoinette has to decrown. It states banteringly that Antoinette has never been able to seek an identity among blacks. She only lives a life filled with isolation. Besides, Antoinette's second crowning and decrowning appears in a ridiculous marriage with her husband Rochester. She is also subjected to discrimination and oppression from the family and the outside world. In her family, she loves her mother very much, but her mother is only indifferent to her. For example, when she has a nightmare, her mother sighs and thinks she made "such a noise, she had frightened Pierre" (7). Her mother doesn't show any maternal affection. In the outside, she endures both black and white oppression. Thus, after the family changed, she obeyed her brother's arrangement and married a British noble man. She takes this marriage as her chance to be born again. Because she said "I never wished to live before I knew you. I always thought it would be better if I died. Such a long time to wait before it's over"(38). She is also glad to "be like an English girl" (11) in order to avoid racial discrimination by whites and her carnival crowning. But at that time, Eurocentrism and patriarchy are dominant, this is only her carnival crowning. With crowning, there must be decrowning. He marries her only to obtain her property. This kind of purposeful and impure marriage is destined to failure in this carnival farce. Rochester even watched her "critically" (25) and he said "I did not love her. I was thirsty for her, but is not love. I felt very little tenderness for her, she was strange to me, a stranger who did not think or feel as I did" (39). He even called her "Bertha", trying to turn her into another person and committed adultery with his servant Amelie at home and he drives her crazy step by step. All of these shows that she is still the other of the race in his eyes and she is completely uncrowned by him. Although she has undergone two crowning and decrownings, seeking identity in the process of coronation, just as Spivak states that "Rhys makes Antoinette see her self as her other"(250), after a brief personal spiritual carnival, she faced off her crown and had to return to reality. Secondly, Rochester also has experienced crowning and decrowning. He is a British nobleman, but as the second son of the family, he could not inherit property because of the British eldest son inheritance system. He needs money to consolidate his social status, so he comes to the West Indies and marries Antoinette. After he gains wealth, he begins to try to control Antoinette's thoughts, deprives her of her identity, and declares that she is a lunatic and imprisons her to show his aura of king as a colonizer, and then he is crowned in this carnival. Even once Antoinette said to him "You look like a king, an emperor" and Rochester also said that "she knelt near me and wiped my face with her handkerchief" (28). However, this crowning is fleeting. When Antoinette said she didn't want to marry with him, he said "I am afraid of what may happen"(31). And even her servant "did not call him sir or master" (65). All of these expresses his crowning is failure. Importantly, the colonizer should have been brave and fearless, but he is a cowardly colonizer in the book. When he is in the forest, he said "I was lost and afraid among these enemy trees, so certain of danger that when I heard footsteps and a shout I did not answer" (45). How funny and ridiculous this scene is. He fantasizes about improving his status and showing his colonial aura through coronation. However, his self-decrowning also shows that he is a false colonizer and also has a broken identity. The weird carnival nature of coronation and decoronation is obvious in the novel. The author uses it to express the character's ever-changing fate and creates the carnival orientation of the subversion center. In the process of crowning, the characters seek personal identity, but after being uncrowned, they have to face reality and start a new journey again.

2.2 Carnival Character in Wide Sargasso Sea

A crazy character is created in this novel. In the ancient carnival, clowns, liars, fools, and lunatics used impromptu performances to make people feel a sense of relief and freedom from the pressure of serious life. They can publicly mock official mainstream things through their crazy appearance, win people's laughter, and get rid of the depression and restraint of these mainstream things on people. Antoinette is alienated by white colonists due to race and color, excluded from colonial descent status in black communities, and oppressed due to gender inequality. Because the way of rational confrontation is oppressed, she could only use irrational ways to confront. When her husband Rochester received a letter from Daniel that her families are all crazy, he said "I felt no surprise, it was as if I expected it, been waiting for it" (42). Obviously, Rochester already has thought Antoinette is a crazy woman. Later, she starts to go crazy and always to dream "someone was following her, was chasing her, laughing" (87). But, she is not really crazy caused by a mental disorder. She knows how to escape the butler ans she knows "how to get away from the heat and the shouting" (88). In the end, she resists by burning Thornfield. Although she dies in the fire, she realizes her identity pursuit. This madness with literary carnivalization is more importantly the rational world of normal people, and the world of mainstream society can be reversed in the context of madness (Ling Jianhou 107). Thus, Antoinette's
The carnival narration has produced some literary effects on the creation of novels. In the first place, this novel creates a carnival atmosphere through carnival narration. Characters in this carnival atmosphere can carnival and speak freely, and can temporarily get rid of the limitations of their identity and express their true feelings unscrupulously. Therefore, it helps characters to pursue self-identity. At the same time, the vulgar and common carnival language also narrows the distance between the reader and the author, deepens the reader's understanding of the theme of the text, and also increases the aesthetics of the text. The real problems faced again after the short carnival experience stimulate readers to think and understand the text. In the second place, carnival narration makes the text more subversive. Carnival itself is a kind of duality, a binary opposition, subversion and reconstruction proceed simultaneously. Thus, carnival is not only the devastation and destruction of the old things, but also the creation and praise of the new things. The novel subverts Eurocentrism through carnival narratives, deconstructs the binary opposition between colonizers and colonized persons, men and women, and gives post-colonial women the right to speak. Last but not least, it also makes people ignore their social identity, free themselves in carnival, and seek their own identity. While subverting the novel, it is also trying to establish peaceful social relations and harmonious relations between the sexes. Guide people to think about the heavy suffering caused by colonists to the colonized people, and then seek a new way for world peace and the liberation of post-colonial women.

4. CONCLUSION

Jean Rhys's *Wide Sargasso Sea* is the typical example of carnival narration. By analyzing the carnival narration in the works, it is not difficult to find that Rhys is actually a deconstructionist. She deconstructs the patriarchal center and colonial hegemony in this novel. Publicly provoking patriarchy and colonial hegemony in real life will definitely be hit. Therefore, she creates a carnival square in her novel. People can have fun in it, wantonly challenge authority, and ignore rules and order. After the carnival, people must return to their daily lives and face reality. Nevertheless, the carnival set up by the author in the article is not limited to a certain day or one event, but permeates it into the entire text. Thus, the carnival narrations also make novel more subversive. And it also demonstrates the revolutionary and thoroughness of this novel to subvert patriarchy and colonial hegemony. While subverting Eurocentrism, it also tries to awaken people's reflection on colonialism and patriarchy, and advocates world peace and harmonious gender relations. Besides, the narrative structure of crowning and decrowning, the crazy character image, and the carnival language created in the novel, not only enrich the subversive color and post-colonial theme of the novel, but also give readers an aesthetic carnival. It encourages readers to immerse themselves in the carnival aesthetic pleasure, but also deeply understand the sufferings of women and colonial people, and then deeply reflect on the world environment and women's status at that time, so as to provide new ideas.
for the emancipation of feminism in the new era.

REFERENCE
The Construction Strategy of the Evaluation System of College Teachers' Professional Ethics in the New Era

Fanglin Duan
School of History and Culture, Hubei Normal University, Huangshi, Hubei 435002, China

Abstract: The eighteenth-generation report of the Party puts education at the top of improving people's livelihood and strengthening social construction, which fully reflects the firm determination of the Party Central Committee to attach great importance to the cause of education and to give priority to the development of education. Under the background of the new era, the fundamental task of higher education is to build up people by virtue. As the practitioners of creating people by virtue, college teachers not only bear the task of scientific research, but also bear the historical mission of talent training. This study starts from analyzing a series of problems existing in the evaluation system of college teachers' professional ethics in our country, and then puts forward that under the background of "building up people by virtue" in the new era, The evaluation system of college teachers' professional ethics can rebuild the scientific evaluation system of teachers' ethics according to the requirements of the times from the aspects of value orientation, evaluation principle and evaluation method.

Key words: University teachers; Professional ethics; Evaluation system

1. INTRODUCTION

Under the background of the new era, Chinese colleges and universities shoulder three historical missions: cultivating talents, scientific research and serving the society at the same time, among which the cultivation of talents is the primary task of colleges and universities. The construction of college teachers' professional ethics directly affects the formation of the world outlook, values and outlook on life of the younger generation of students. The construction of a scientific evaluation system of college teachers' professional ethics is not only conducive to the improvement of teachers' own moral cultivation, but also has an important impact on the sustainable and healthy development of education in China.

2. THE BASIC CONNOTATION OF PROFESSIONAL ETHICS EVALUATION OF UNIVERSITY TEACHERS

The evaluation of teachers' professional ethics is a subsystem of the evaluation system of teachers in colleges and universities, which is based on the social requirements of teachers in colleges and universities in the aspects of moral ideological quality and moral behavior. A value judgment activity based on established evaluation criteria. In a broad sense, professional ethics refers to the basic moral standards that personnel with different social responsibilities and services should follow. The uniqueness of college teachers' professional ethics is mainly reflected in the "duality" of teachers' roles and the complexity of teachers' labor. On the one hand, college teachers have the role of dualism. College teachers in the new era are different from teachers in basic education, but they should not only hold teaching posts, but also hold administrative posts. On the other hand, the labor of college teachers is complicated. Education is productive, the production activities of college teachers are different from ordinary social production, and the object of education is human, so teachers' labor is complex mental work.

Teachers' professional ethics evaluation is the most important practical link in the construction of college teachers' professional ethics. Scientific, effective and reasonable professional ethics evaluation can correctly guide the moral behavior of college teachers. The improvement of teachers' professional ethics promotes the improvement of talent training quality in China. According to the evaluation of teachers' professional ethics issued by the Ministry of Education, the evaluation of teachers' professional ethics can be summarized into eight aspects and five major relations. Therefore, under the background of the new era, The evaluation of teachers' professional ethics should be based on teaching activities, scientific research activities and social service.

3. ANALYSIS ON THE PRESENT SITUATION OF THE PROFESSIONAL ETHICS EVALUATION SYSTEM COLLEGE TEACHERS

With the continuous development of social economy, there are many bad social ethos, such as utilitarianism, bureaucracy and money worship, which seriously impact the purity of college teachers' professional ethics and the belief of maintaining noble teachers' ethics.

3.1 The value orientation of evaluation is biased

Professional ethics evaluation belongs to the category of teacher evaluation in colleges and universities. The standard of teachers' professional ethics evaluation in colleges and universities reflects the value orientation of teachers' moral evaluation system, and thus determines the development direction of teachers' professional ethics behavior in colleges and universities. For a long time, colleges and universities in our country have been used to judge the "good and bad" and "good at evil" of a teacher's thought and behavior according to the macroscopic standard of professional ethics given to teachers by the society. Because of the need of social production development, colleges and universities evaluate teachers' professional ethics too much according to teachers'
teaching achievements and scientific research achievements and other explicit behavior to judge the value, ignoring the teachers' implicit professional ethics development needs. In this mode of evaluation, teachers are in the situation of passive acceptance, and teachers are prone to resist such professional ethics evaluation, One-sided means of moral heteronomy affect the realization of professional ethics evaluation goal.

3.2 Single nature of the evaluation methodology
Colleges and universities undertake three historical missions: talent training, scientific research and social service. Therefore, the evaluation of teachers' professional ethics in colleges and universities is mostly a mere formality, and the evaluation method is single, which neglects the importance of teachers' moral construction for social development and educational quality. There are few quantitative indexes in the evaluation of teachers' professional ethics in colleges and universities. Most of the evaluation of teachers' professional ethics is based on subjective general and broad professional ethics standards, but there is no scientific and detailed operational evaluation index. In order to lighten the burden of work in many colleges and universities in China, the evaluation of teachers' professional ethics is only a simple summative evaluation at the end of a semester or at the end of the school year. Ignore the positive effect of process evaluation.

3.3 Lack of purpose and systematicness in the evaluation system
With the deepening of the new round of higher education reform and the personnel system reform with the appointment system as the core, colleges and universities have taken the evaluation of teachers' ethics as an important part of the school reform, but the evaluation of teachers' ethics only serves the management. The evaluation system of teachers' professional ethics in colleges and universities is lack of systematization. Although colleges and universities adopt student evaluation, colleague evaluation, leadership evaluation and other multi-directional evaluation procedures to evaluate teachers' professional ethics. However, this evaluation procedure only looks more comprehensive, but neglects the value and principle of the teacher's moral evaluation system itself. The purpose of evaluation is to examine teachers' professional level and scientific research ability, and not to examine teachers' moral status from the essence.

4. CONSTRUCTION STRATEGY OF PROFESSIONAL ETHICS EVALUATION SYSTEM FOR UNIVERSITY TEACHERS
The evaluation system of teachers' professional ethics in colleges and universities is not only oriented to teachers' moral understanding and moral behavior, but also determines the quality of higher education in China to a great extent. The construction of a scientific and systematic evaluation system of teachers' ethics is not only a necessary condition for teachers' personal, college and even social development, but also has a direct impact on whether the basic task of "building up people by virtue" can be carried out in the construction of school teachers' ethics.

4.1 Value orientation: taking "Strengthen morality education" as evaluation criterion
It is the fundamental task of education, the foundation of colleges and universities, and the central link of college work. College students have a teacher-oriented nature, the behavior and professional ethics of college teachers affect the values, outlook on life, professional outlook of the vast number of young people in the new era, and construct a value orientation of the evaluation system of college teachers' professional ethics based on the evaluation standard of "moral establishment" instead of "interest orientation" as the evaluation standard. It is helpful to clarify the purpose of teachers' moral evaluation system. The evaluation system of teachers' moral behavior, rather than the scientific research achievement and professional level of teachers, is required. We should insist on moral education as the first and people-oriented, carry out the task of "moral education" to every work link of university education and teaching, and construct the evaluation system of college teachers' professional ethics with the value orientation of "moral cultivation" in accordance with the requirements of the new era.

4.2 Evaluation methods: combination of qualitative and quantitative evaluation, process evaluation and summative evaluation
At present, most of the qualitative and summative evaluation methods used in the evaluation of teachers' professional ethics in colleges and universities in our country lack the quantification of the evaluation index and the tracking and evaluation of the whole process of the development of college teachers' professional ethics. If colleges and universities want to construct a scientific and systematic evaluation system of teachers' ethics, it is the key to choose appropriate and effective evaluation methods. Quantitative evaluation is the use of mathematical methods to collect and process data, to evaluate the value of low inertia results of the evaluation object, compared with qualitative evaluation, it has distinct advantages such as objectivity, standardization, precision and so on. However, due to the complexity of educational measurement steps, the evaluation of teachers' professional ethics in colleges and universities in China rarely collects the relevant data of teachers' professional ethics externalization by quantitative evaluation, and quantifies the data into intuitive and accurate teachers' moral literacy. The construction of scientific evaluation system should combine qualitative evaluation with quantitative evaluation, process evaluation with summative evaluation.

4.3 Evaluation principles: integration of social orientation and individual development
In the process of teachers' moral evaluation, there are many stakeholders involved, more directly teachers, schools and students, and indirect stakeholders are society. In the construction of new evaluation system of teachers' ethics, we should combine social evaluation with individual evaluation. Let the teacher in the object and subject evaluation process correctly understand self, constantly improve self. The evaluation of teachers'
professional ethics in colleges and universities attaches importance to the individual development of teachers, which is the key to promote teachers to internalize the external professional ethics and basic norms into their own noble moral character. Teachers' professional ethics can form a stable externalization in line with the new era of "moral cultivation" under the background of the code of conduct and ideas.

REFERENCE
Research on the Current Situation and Development of Air Cargo Logistics

Hejun Li
Chongqing Airport Logistics Development, Co., Ltd., Chongqing 401120, China

Abstract: Due to the change of domestic trade mode and consumption habits, air cargo develops rapidly, which not only opens up the domestic logistics market, but also opens up the foreign market. With the rapid development of the logistics industry, it needs to face new challenges and opportunities. However, due to the unbalanced development of China's aviation logistics industry at the present stage, the obvious gap between the east and the west, the changeable market environment, diverse customer needs, the rapid development of high-speed rail, and the increase of market competitors, the development of aviation logistics is limited. This paper analyzes the current situation and existing problems of air cargo logistics, and puts forward the corresponding countermeasures to improve the air cargo logistics system.

Keywords: Air cargo logistics; Development status; Existing problems; Coping strategies

1. INTRODUCTION

With China's economic growth, the continuous innovation of science and technology and the change of relevant national policies, the logistics industry has been provided with sufficient development space. The prosperity of the logistics industry has led to the fact that railway transportation, highway transportation and waterway transportation can not meet the daily logistics needs. Accordingly, air cargo transportation becomes another way of transportation. However, as China's air cargo logistics share is in the growth stage, there are still different problems in the system specification and technical operation, which requires all forces to take action to improve the deficiencies, in order to promote the sustainable development of air cargo logistics.

2. THE DEVELOPMENT STATUS OF AVIATION LOGISTICS IN CHINA

2.1 Rapid development

The domestic air logistics transportation volume continues to increase, and the airlines have also increased their investment in logistics business accordingly, taking logistics as a new economic growth point. At the same time, with the multinational air transport enterprises entering the Chinese market, their air logistics also entered, which broadened the logistics market in China. [1] Due to the rapid development of China's air logistics and transportation industry, airlines in various countries have opened international cargo and postal transport business at China's navigation ports, which promotes the prosperity of domestic shipping. In addition, airlines have strengthened the integration of freight resources, made corresponding adjustments in the transportation routes, increased the transport capacity, and improved the construction of information system, etc., all of which promoted the modernization of air freight logistics.

2.2 The overall development level is low

Although China's air freight transport is developing rapidly, it is still in the period of development. External performance for small models, small scale, small volume of transport goods; the scope of business is narrow and the air cargo is unitary; the technical management level is low and the service level is low; the backward infrastructure construction can not meet the shipping demand for the time being.

The operation mode of air logistics is not only the "aircraft plus truck" multimodal transport mode, but also a new integrated logistics solution based on information technology, which takes customers as the main body and combines with production supply chain management to complete the "door-to-door" service. It is an extension of the traditional air cargo. [2] This way can be integrated into a whole in the aspects of product supply, production, transportation, storage and sales to form a high-quality and efficient comprehensive logistics service. But most enterprises still stay in the stage of transportation contract and agent distribution.

2.3 Great potential

With the increasing popularity of e-commerce and cross-border shopping, and the use of various shopping apps, the business volume of express mail is growing rapidly. Moreover, the demand for high-value, small batch and time-effective goods is rising rapidly. According to statistics, in 2020, the national express business volume will reach 83 billion pieces, and the revenue of logistics related business will reach 875 billion yuan, which brings opportunities for the development of shipping.

In the future, a large number of new airports will be built and put into use. By 2035, about 400 civil transport airports will be built. By the end of 2019, 241 civil transport airports have been built in China. In the next 15 years, 159 new airports will be added in China, accounting for 65% of the total number. On average, 10 new airports will be added every year. In 2035, the administrative center of the target city will arrive at the airport in 60 minutes. At present, there are more than 100 cities in more than 330 prefecture level cities and states in China that do not have navigable airports, so the construction of hub airport and navigable airport may sink to small and medium-sized cities, which provides great convenience for air cargo. [3]

3. PROBLEMS IN THE DEVELOPMENT OF AIR CARGO LOGISTICS

3.1 Air cargo is seasonal, unidirectional and regional

Air cargo is affected by seasons. Generally, spring is off-
season, and the phenomenon of no-load is more serious at this time. However, in summer and autumn, there is a shortage of shipping space. However, the unidirectionality of cargo transportation basically appears in the undeveloped areas, and the value of cargo source is low, which leads to the low utilization rate of aircraft cargo hold and the phenomenon of "there is cargo when going and no cargo when returning". Due to the great difference in the economic development level between the eastern and western regions of China, small commodity and other related manufacturing industries are mostly concentrated in the southeast coastal provinces, and China's air transportation industry is mostly centered in the Shanghai, Nanjing, Hangzhou, Yangtze River Delta and the Pearl River Delta, resulting in the freight transportation volume of the four provinces in East China, namely Shanghai, Anhui, Zhejiang and Jiangsu, exceeding 40% of the whole country, while the transportation market in the western region is obviously weak. This leads to the obvious regionality of the eastern and western markets.

3.2 Aviation logistics information level is low, for lacking public information platform
As a whole, the level of aviation logistics informatization is low; the development speed is slow, and the application scope is narrow. It is understood that among the 26 domestic airlines, although some airlines have foreign marketing and management function systems. They have not realized the retrieval and query of cargo information, and the application analysis of big data is still lacking. [4] The logistics information management systems have not been built in small airlines or municipal airports and most of them. Even if the system is built, there are incompatibilities, information sharing and public information platform.

3.3 Lacking logistics professionals
The development of any industry needs the introduction of talents, and air cargo needs a large number of professional logistics talents to cope with the competition between China and foreign countries. According to the survey, the national demand for professional logistics talents is as high as several million, but it still can not meet the market demand for professional talents. Compared with the general logistics industry, the talents needed by the aviation logistics industry need to have more knowledge and skills. They should not only understand the knowledge of international trade, international financial settlement process, customs process of trade countries and relevant laws and regulations, but also be familiar with the cooperation of various modes of transportation. They also need to master the corresponding language and necessary legal knowledge. This kind of compound talents is exactly what the market lacks.

4. DEVELOPMENT STRATEGY OF AIR CARGO LOGISTICS
4.1 To integrate aviation logistics service chain and improve domestic aviation logistics network
If one link of the traditional logistics transportation mode is broken, it will lead to a single logistics service function, while modern logistics will not have this problem, and all links of modern logistics are interlinked. By updating the process of aviation logistics supply chain, the links of goods collection, packaging, delivery, transportation, storage, customs clearance and distribution are combined, and the way of railway and land transportation is adopted to achieve efficient logistics and freight services. This not only effectively changes the situation that the traditional logistics service chain does not cooperate well, but also can provide more value-added services for logistics transportation.

4.2 To improve the informatization application level of China's aviation logistics field
In order to solve the problem of information isolated island of air cargo logistics, we can adopt intelligent traffic management system, set up scientific algorithm and establish logistics information service platform, which can be in line with the development mode of contemporary commerce and supply chain, and effectively solve the problems of low informatization, opaque information and lack of public query platform of air cargo logistics. In addition, the promotion of information skills should be based on Internet technology, realize resource sharing and information interconnection under the premise of informatization, and promote the cooperation between air logistics transportation and enterprises through informatization technology. As air transportation may need to carry dangerous goods, it is necessary to establish a dangerous goods transportation management system, and gradually establish an air logistics public information service platform based on Internet and big data technology. [5]

4.3 To train professional aviation logistics talents
According to the survey report, the success factors of an enterprise include 47% concept awareness, 35% humanistic culture, and 18% professional technology. As a compound logistics talent involved in many fields, aviation talents have the ability to update the concept, and the high-quality talents who understand the concept update are the key to the success of the enterprise. Therefore, air cargo enterprises should strengthen the connection with scientific research institutions, combine theory with practice, strengthen the cultivation of logistics professionals, and cultivate a large number of talents who are familiar with aviation logistics knowledge and have pioneering spirit.

4.4 To innovate airport management system, operation mode and policy support
In order to achieve sustainable development of air logistics, it is necessary to innovate the management system and operation mode of the airport. Including the transit visa free policy approved by the State Council, international transit policy, customs supervision support, tandem flight line support, route resource support, etc., coupled with the promulgation of various national laws and regulations conducive to aviation development, the positioning of the airport has also changed. Because the airport is not an independent individual, it does not have the right of independent production and operation, and it will not compete for customers and supplies. As far as the airport authorities are concerned, those who do not have their own advantages in freight transport should be
resolutely promoted from the ranks of air freight transport, and the operation rights and limited resources should be leased to more advantageous international logistics enterprises; For those who have the ability to operate, they should comply with the needs of the times and adhere to the concept of modern logistics.

5. CONCLUSION
To sum up, there are various problems in the development of China's air cargo logistics, which need to be solved by various departments. By improving the added value of goods, the economic benefits of transportation enterprises can be improved. On this basis, the integration of aviation service chain, the improvement of aviation logistics network services, the improvement of logistics informatization level, the cultivation of compound talents and the innovation of management system and business model can effectively solve the problems existing in the current air cargo logistics. Therefore, the above methods can be used for reference in the development of air cargo logistics in China.

REFERENCES
A Study of Symbolic Meaning of Philip Pullman's *His Dark Materials Trilogy*

Yuying Meng  
Hebei College of Science and Technology, Tangshan 063200, Hebei, China

Abstract: This article aims at shedding light on using symbolic meaning to describe modern world in Philip Pullman's *His Dark Materials Trilogy*. He is a famous English fantasy novelist, the theme of his work *His Dark Materials* is complicated and profound, which includes many philosophical thoughts from eastern and western. It can be divided into three parts. First, the brief introduction to Philip Pullman's sources when wrote the series; Then, elaborating different symbolic meanings by images and love; Last, analyzing people's free will in modern life. Also, there are some other aspects we need to pay attention. Pullman fully mobilizes his imagination in characterization, environmental setting, plot construction, and many proper fantastic elements to service his theme. Finally, the sublimation triggers the reflection of modern people's life and human nature.

Keywords: His Dark Materials Trilogy; Image; Symbolic meaning; Love; Human

1. INTRODUCTION  

*His Dark Materials Trilogy* swept the world after its publication. The critics believe the profundity and literariness can be listed respectfully in the literature history. Critics have compared the trilogy with *The Chronicles of Narnia*, by C. S. Lewis. The trilogy came third in the 2003 BBC's Big Read, a national poll of viewers' favorite books, after *The Lord of the Rings* and *Pride and Prejudice*. Although they are called and understood differently in different world, We can get inspiration from the symbolic meaning in this trilogy. It is the basic form of the existence of everything in the universe, and it is inextricably linked with the long development of human history. These symbolic meanings show Pullman's mission to rebuild his faith and pursue a poetic way of living.

In 2008, *The Times* named Pullman one of the "50 greatest British writers since 1945". In a 2004 poll for the BBC, Pullman was named the eleventh most influential person in British culture. He was also regarded as the best Anglo-Saxon fantastic novelist after the author of *The Lord of the Rings*—-Tolkien. In 2005 Pullman won the annual Astrid Lindgren Memorial Award from the Swedish Arts Council, recognizing his career contribution to "children’s and young adult's literature in the broadest sense". According to the presentation, “Pullman radically injects new life into fantasy by introducing a variety of alternative worlds and by allowing good and evil to become ambiguous.” In every genre, "he combines storytelling and psychological insight of the highest order.” He is famous for *His Dark Materials*, especially his special perspective on religion. That's why his work is attracting more and more people of all ages.

2. RELATED THEORIES ——PULLMAN’S DIVINITY  

Pullman is a supporter of the British Humanist Association and an Honorary Associate of the National Secular Society. He has called himself an atheist, though adding, "I am a Church of England atheist, and a 1662 Book of Common Prayer atheist, because that's the tradition I was brought up in, he has also said he is technically an agnostic. Pullman has singled out certain elements of Christianity for criticism: "if there is a God, and he is as the Christians describe him, then he deserves to be put down and rebelled against". However, Pullman has also said that his argument can extend to all religions. Though most western critics feel sure about Pullman's anti-religious stance and he take pride in his identity of God Killer, he told interviewers that he didn't know whether he's an atheist or a pantheist...Actually Pullman attends Mass every week, so his attitude towards religion is ambiguous. Therefore, we should tell religious belief from authority, which was disagreed by Philip Pullman. For example, Dust is a kind of wise and reflects human beings' free will.

3. THE SYMBOLIC MEANING IN *HIS DARK MATERIALS TRILOGY*  

3.1 Symbolic Meaning of Different Images

3.1.1 The Dust  

It's a fictional elementary particle that is of fundamental importance within the story. It is invisible to human eye and cannot be seen without the use of special instruments—-the amber glasses that Mary Marlone constructs in Book Three. Different from other particles, dust is conscious. It falls from sky and wears off onto objects made by people (Dona and Jason 45). This makes it of great interest to the Church, which believes that it maybe the physical manifestation of original sin.

At the same time, Doctor Marlone (who called it dark matter) studies the dust. No matter how people renamed it, its essence will not change—conscious particle. Dust is what connects humans and their demons. If the bond between them is severed, both the child and the demon will finally disappear. If the separation occurs after dust has settled on the person, the person becomes a lifeless shell. That's why Doctor Marlone creates computers in order to communicate directly with these particles using consciousness. Dust is the most common thing in our lives. But in *His Dark Materials*, without dust, all creatures will become walking corpse. After they die, all lives will return to dust. As the plot develops, the power of dust is more and more distinct. Lyra ’s beloved althiometer that can answer all kinds of questions is driven by dust.

ACADEMIC PUBLISHING HOUSE
From the previous discussion, we learned that Pullman killed the Authority God and making room for the New Holy. The New Holy is exactly Dust (when dust condensed, Angels will appear). We should treat God as human's partner not enemy, which is author's special perspective.

3.1.2 The Daemon
Demons are the external manifestation of a person's inner heart, which take the form of normal animals. They have human intelligence and can talk like human no matter what form they take. Pre-pubescent children's demons can change to any real or imaginary creatures voluntarily. When people become an adult, their demons' shape will be fixed, which means they permanently band involuntarily assumes the form of an animal, and the most magic thing is the shape of demons most like their owner in character. Demons and their humans are always in opposite gender, but there still be exception. Even Pullman can't explain why it happened; we can try to understand it by some social phenomenon, such as homosexual "couples".

Although demons try their best to imitate humans' behavior and appearance, they are not true animals. True animals, other demons are able to distinguish them on the first sight. Demons frequently have conversation with each other to mirror the behavior of their humans. Actually we all have demons, but ours are in our body.

3.1.3 Lyra Belaqua
Lyra is a 12-year-old girl and also heroine of His Dark Material trilogy. She doesn't live in our world but inhabits a world parallel to us. Brought up in Jordan College Oxford, she finds herself involved in a cosmic war between Lord Asriel and the Authority. She is portrayed to have dirty hair and is thin and short in his age. Belaqua, represents those people who wait a final chance. When turning to god. Lyra's role is complicate. In the golden compass, Serafina Pelekka, foretold a girl who is destined to bring about the end of destiny. The girl is exactly Lyra. It states that Lyra's destiny is to be the second Eve and be tempted by the serpent represent by Mary Marlene.

It is worth mentioning that Lyra doesn't realize her momentous role from first to last, including her mysterious antecedents, that's also why they finally made it.

3.1.4 Will Parry
If we say Lyra Belaqua is the symbol of Eve, then Will Parry is the microcosm of Adam. What they go through has all kinds of social relations and structures just like human society (Thucker 23). Will first appears in the series at the second novel, The Subtle Knife, He is the same age as Lyra Belaqua but from different world. They grouped to uncover the mysteries of dust and the disappearance of his father. He later learned how to use the special knife and helped Lord Asriel to destroy the Authority. Opposite to Lyra, Will is quiet, serious and courteous. Several times he demonstrates great bravery because of a strong sense of morality. Due to taking care of his mother, he must be independent exceptionally.

In the third novel, Mary Marlene meets Lyra and Will in mulefa. She is a physicist from Will's world. One day, Mary tells them about the first time she fell in love and stopped believing in God. They are very surprised. When Lyra feeds will a piece of fruit given by Mary, they fall in love with each other. Then dust appear, which is the source of human consciousness and free will.

3.1.5 Mary Marlene
Doctor Marlene is a physicist from Will's world, which is the same world as us. She is studying dark matter (also called Dust in Lyra's world) for long time but doesn't get any substantial results. With the help of Lyra, Doctor is told that she must take the role of Serpent for the second Adam and Eve. She used to be a nun, but after an encounter with an Italy man, she states to be an atheist, due to the strong feeling of falling in love. Though she represents Serpent, but at last she decided to help Will. It's an interesting creative plot compared to Bible.

3.2 The Confusion between Good and Evil
We call this kind of hypocrisy is also attributed to the religion, because the first sentence of religion is a lie. At first when religion tells us matters related to human, isn't it put the matter in a superman or God's matter? But we know that all these lies and immoral phenomena are from religion, religious hypocrisy the blueprint of all the lies, so we have reason to like Feuerbach and Powell made an exception to put all the lies and hypocrisy under the definition of contemporary theology. (Karl Marx)

3.2.1 Evil---The Authority
Marx believes that the so-called truth and good deeds of religion is nothing but the trick of the rich to consolidate their own interests, and the spiritual opium of the poor working people who are oppressed and exploited. Under the pen of Pullman, the Authority is trying to spread hypocritical truth to build their own authority (Hugh 98). The authority claim to be good and he is God, the creator, is he created everything and it has to exercise a duty to protect human beings. But obviously, the Authority is just a disguise to do good creation. In our traditional thinking, God is good, but in the trilogy, Pullman put God in the evil side.

Mrs. Colter is an instinct echo of hypocrisy in the series, who has attractive appearance but evil heart. She has beautiful voice, charming smile, intoxicating people, her knowledge, elegant manners, these are really best camouflage to disguise. She together with authority to organizes the cut between children and their unfixed demons, which will stop their relationship with dust and original sin. For Authority it is good because his order to stop sin. But for ordinary people, such action is heinous crimes, which they can't accept. After incision, even though people can still be alive, they are just walking corpse. The Authority stresses what they do will be good to human beings, but actually, people are badly hurt. This point is also related to the following ideas—how to deal with people's free will and so called Authority.

3.2.2 Good-The Satan
Like Milton, Pullman believes evil always disguise to be good. Only in this way, the evil side can get the results they want, at that time; you will see the true face of evil. When Pullman said that he is in the Satan side, Satan is
not evil. He is the real "God" fight for people's free, creativity and human prosperity, such disruptive change makes Satan the new bright messenger---Lucifer. Lord Asriel in some ways is such kind of a bright messenger. He is one of the best example of the ends justify the means. For achieving his goals, he willingly sacrifices people, even children, even his own life. He acts not for selfish gain but to build a better world where it's full of laughter.

4. SYMBOLIC MEANING OF LOVE-THE TRANSFORMATION OF PASSIONATE LOVE

Pullman believes the importance of body love, so he saves the flesh through a young couple express passionate love to each other. In other words, Christian think human's salvation only need a new Adam, but in His Dark Materials, the second salvations of human is accomplished by a new Adam de a new Eve. Then the betrayal story become a redemptive story. The emotion of Lyra and Will is transformed from friendship. Such feeling changed as Doctor Marlone 's guide:

As Mary said that, Lyra felt something strange happen to her body. She felt as if she had been handed the key to a great house she didn't know was there, a house that was somehow inside her, and as she turned the key, she felt another doors opening deep in the darkness, and lights coming on (Pullman 157).

Here is the turning point of the transformation of passionate love between Lyra and Will, and then their relationship is fully established. Next day Will and Lyra went out by themselves again, speaking little, eager to be alone with each other. They looked dazed, as if some happy accidents had robbed them of their wits; they moved slowly; their eyes were not focused on what they looked at. They spent all day on the wide hills, and in the hit of the afternoon, they visited their gold-and-silver grove. They talked, they bathed, they kissed, they lay in a trance of happiness murmuring words whose sound was as confused as their sense, and they felt they were melting with love (Pullman 168-169).

In Pullman's opinion, what make Lyra and Will melt with love is exactly dust. When they two people want to know more about each other, it represents the love between matter and matter. The dust stop to escape to nothing, because it found home it can stay, and it rediscovered the power of promote the evolution of the universe: animate flesh. The dust no longer escape from the knife edge but come to those children's body who are nor children any more. The authority restricts people's freedom campaign carrying a defeat because of the young couple's love.

5. CONCLUSION

His Dark Materials Trilogy is just a series of children's adventure stories, and the heroes and heroines have gone through the heroic growth model of departure-enlightenment-return. After sufferings and trials, they finally obtained self-discovery and growth, and they also assumed the social responsibilities given by history. They finally sacrificed their love to mankind. The great love of soul liberation draws a perfect end to growth. and when you look at it in the grand vision of human history and social development, you will find that Pullman has given the images multiple symbolic meanings to interpret his social ideals. The ecological problems facing today's society are not so much a natural ecological crisis, but rather a humanity crisis, a cultural crisis and a spiritual crisis, all of which stem from the anthropocentric thinking .After the Renaissance, the central position of man was more prominent than ever before, forming absolute anthropocentrism, and nature was completely reduced to the slave of mankind. After the modern industrial revolution, mankind quickly created a wealth of material wealth, and at the same time began to taste the bitter fruits of their own brewing. Since the ecological crisis stems from the loss of human nature, the way to solve the crisis is to return to nature, not only to return to material nature, but also to return to human nature. In order to promote the development and evolution of mankind, These images communicate with mankind in a unique and magical way. His Dark Materials Trilogy cleverly adopts a fantasy form, uses tiny images as a metaphor, subverts the decaying authoritative God, and rebuilds the pantheistic belief that all things live in harmony in nature. Through the interpretation, pursuit and salvation of the images, Pullman not only reveals and criticizes social problems such as the destruction of contemporary British society's ecology and crises of faith, but also strongly expresses his desire to pursue poetic survival.

REFERENCE
Analytical Application Study of Projects of Landscape Based on ArcGIS Related Software

Liangzhen Nie, Junshan Ma*
Zhejiang A&F University, Hangzhou, Zhejiang, China
*Corresponding Author.

Abstract: Based on the related software such as ArcGIS, ArcMap, ArcScene, etc. The joint application of the software, analyzes the Sichuan Nanchong project and establishes a three-dimensional terrain model, enhances the efficiency of the progress of the entire project, and enriches the way the scenic garden discipline is objectively understanding the project profile in the actual project.

Keywords: Landscape; Garden; Project Application

1. INTRODUCTION
ArcGIS software has powerful features such as data collection, vector data analysis, and landscape effects [1], which can use software to quickly and accurately obtain the DEM (Digital Elevation Model) vector data required to get the site required by Sichuan Nanchong actual project, and Classify the information data, generate accurate three-dimensional terrain model and exhibit valid information such as slope, slope, and complete pre-analysis, and provide reliable information for the next project design.

This paper summarizes the application of the topographic analysis of the ARCGIS related software through the Blue City Group Sichuan Nanchong.

2. GIS (GEOGRAPHIC INFORMATION SYSTEM) WITH ARCGIS
"GIS is a particularly important spatial information system. Under computer software and hardware support, data collection, storage, management, operation, analysis, display, and description of a particular surface of the earth or earth Technical system."[2] In recent years, the role of GIS gradually increases, especially for surface analysis of terrain, hydrology, and the application frequencies in the landscape gardens are also getting higher and higher.

The 20th century is a big data era. We need to use open source data, and through ArcGIS to perform elevated analysis of our target plots. Refer to factors such as local solar light, produce high-pass analysis maps with light and shadow, and also The network is classified [3]. In the scalability analysis phase of the landscape, ArcGIS can analyze the slope, aspect, skyline, and land range of the target venue. It can also be analyzed according to different observation points, and the maximum viewing facial area of different hills can be obtained, and the ornamental flower planting in this field is given, thereby saving costs, with the highest cost-effective approach.

3. PROJECT OVERVIEW
The Nanchong Project of the Blue City Group is located between Dujiaogou and high-level edges in Shunqing District, Nanchong City, Sichuan Province, and the G75 Expressway in Northern Northern G75 Expressway - West River. Local farming culture is mainly, retains a large number of terraces, and retains a large number of red leaf poplar, cypress and other natural landscapes. Villages in Dujiaogou is mostly in the basin, while the village along the high-level fell to the mountainside. There are many ridges in the entire venue, there are many slopes, and the maximum altitude is 325.78 meters, and the boundary is shuttle on the spine. The earth in the central area is relatively flat. It can be planted in a large-scale farmland.

There is a gap in the venue naturally flowing naturally, and the water width is about two meters. This project is convenient, and the vehicle can directly reach the door. There is an ecological parking lot at the entrance. It is more than ten minutes from the city center. The geographical position is superior. Although there is a path to the village road, it is not performed, so the road landscape is lacking. There are five hills in the venue, gradually decreasing from the north of the south, and the terrain land-forms in the mountains appear in the basics of the basics.

4. PRACTICAL APPLICATION PROCESS AND OUTCOMES OF ARCGIS IN THIS PROJECT
4.1 Preparation process
4.1.1 Preparation before use
Before using ArcMap, a dedicated file management database for this project can be created in ArcCatalog[4], specifically depositing the data required for this project, and analyzing the results. Because ArcMap comes with a geographical coordinate system and it is relatively cumbersome to move data positions in ArcGIS, it is possible to move in CAD before importing data, pick a reference point and move to the corresponding coordinate position.

4.1.2 Preparation before analysis
Because ArcGIS is based on algorithms such as VB and python, there needs to be elevation points and contours with elevation attributes in CAD before utilizing ArcGIS for analysis, which in turn or is utilizing DEM elevation data that are open source on the web in the big data era. In the Nanchong project, the CAD provided by the project, although there were elevation points, did not provide contour lines. To get the contour lines that can only be imported into the elevation point data, the tin data were generated again by using the feature spotting tool, and then analyzed directly by passing the tin to grids and by using a new grid to get the contour lines of the specific spacing we needed. One problem with this operation is that the staircases within the original site cannot be represented, and since ArcGIS only tacitly generates natural mountain
bodies, this method can only be used on natural mountain bodies that have not been human exploited or human destroyed.

4.2 Analytical process and outcomes

4.2.1 Elevation, Slope, Aspect, etc. surface analysis

4.2.1.1 Elevation analysis can be hierarchically endowed, with the option of selecting forms with light dark shadowing effects or ribbon changes without photo-pic changes (Figure 1), and with the premise of the classification criteria generated, the original data can also be reclassified, giving new and different meaning to the new data. (Figure 2)

4.2.1.2 Slope analysis, which can be segmented according to the soil and soil retention method in China, can be divided into three intervals of 0-10°, 10°-25° and above 25° (Figure 3). Reclamation is prohibited steeply at slopes greater than 25° as required by Chinese soil and water conservation laws, which has significant implications for us to follow up with planting design and so on.

4.2.1.3 Aspect analysis can divide the aspect of the mountain into eight directions, and finally praise according to the azimuth (Figure 4), aspect analysis can be used as one of the important reference standards for plant design in practical projects of landscape garden, which can plant fertile plants in the south, and planting a hi-plants in the north.

4.2.2 Generation of three-dimensional model and linkage with related software

The tin file generated in ArcMap can be imported into Arcscene, and the same projection coordinate system selected, resulting in a three-dimensional topographic model of the designed site. (Figure 5) it is also possible to add elements such as roads, buildings, water systems to the model and export them to sketch for secondary editing.

4.2.3 Analysis of Skyline and Its Application

First, the skyline analysis is based on the three-dimensional bottom map generated in ArcScene, and selects a viewpoint and viewpoint height. After selecting the corresponding blocking elements, the formed line, the formed line, all space in the face is that The viewpoint can be seen.

Second, the survival analysis results can reduce costs to achieve the largest viewing surface with minimal planting area. Develop a viewing point, and make the skyline viewing surface, select the concentrated plot of viewing crops such as floral plants in the face, you can use the smallest cost to make the biggest viewing surface you can see.

5. OBTAIN DATA ON SITE ANALYSIS
5.1 National Geographic Information Resource Service System
You can enter the national geographic information resource service system to download the DEM elevation data of 1-10 million or 250,000 basic databases, including not only elevation information, but also road systems, railway systems, rivers, waters, etc. (Figure 6)

5.2 OpenStreetMap, LocaSpaceViewer and other software
You can use OpenStreetMap and LocaspaceViewer, etc. Import satellite maps directly in ArcMap, street maps, etc., can help Pre-phase Analysis and analysis of surrounding information. (Figure 7, Figure 8)

6. SUMMARY
ArcGIS plays an important role in the pre-analysis of the actual project of the landscape garden, which makes the terrain design more convenient and efficient. The terrain data is collected in detail. On-demand, fully utilize the final precise analysis to express the topographical landscape, which is more scientifically, convincing. After analyzing the slope, elevation, slope, skyline of Nanchong Project Topography, the spatial distribution and terrain of the entire site have more similar cognition. Through the slope analysis of the venue, the slope is more than 25 degrees, packets to 13 mu, accounting for 4.13% of the entire site, and the reclamion is prohibited in this area, and it has also responded to the relevant national laws. The northern part of the entire venue is low, consisting of a plurality of extended ridges and basins, and the landscape is very interesting. The original road elevation in the venue is approximately 280 meters, and 133 acres of high-envelope is larger than the road elevation, accounting for 42.2%, which belongs to the slope type, which should be planted. The more gentle plots lower than the road elevation have 112 mu, accounting for 35.6%, can carry out crop planting, and the terrain is relatively gentle. (Figure 9, Figure 10)

7. DISCUSSION
After using the basic elevation data given by the actual project and the joint application of ArcGIS and other analytical software, it can effectively improve the pre-analysis efficiency of the scenic garden discipline in the actual project design, and help the industry more effectively understand the project profile and grasp the entire project. Elevation change, etc.

REFERENCES
Research on Cost Management of Retail Industry Such as Starbucks

Yueyang Qiao
School of International Education, Ningxia University, Ningxia, Yinchuan 750021, China

Abstract: Starbucks Corporation is an American multinational chain of coffeehouses. Nowadays, the development of electronic commerce and the situation of the epidemic have impacted the retail industry like Starbucks. At the same time, the increasing cost for human resource and other operating costs is also a big problem for their business activity. The retail industry always searches for profit by reducing the cost of raw materials blindly and decreasing the quality of the service. The company is hard to reach the balance between cost and profit. Also, some of the companies do not have the thorough cost analysis system which may let the company pay less attention to the "hidden cost". It is also a big barrier for company to make pricing strategy and make a budget. This thesis is to evaluate the likely costs and factors which can influence the cost in the operating part of Starbucks and collect data about the operating condition of both Starbucks and its competitor like Luckin Coffee. With the development of modern information management and information system, this thesis puts forward to build the new accounting system which is required. Moreover, the impact of the electronic commerce has forced the traditional retail industry to improve. Both of the online and offline stores need a high operating cost which is a challenge for the retail industry. Also, the delivery service has developed which required them to consider for another part of operation cost. This thesis tries to search for a new complete cost management system to solve the problems of retail industry like Starbucks.

Key words: Cost management; Retail industry; Strategy

1. STATEMENT OF THE ISSUE TO BE INVESTIGATED. THIS SHOULD COVER HOW IT INVOLVES MEETING THE NEEDS OF CUSTOMERS AND WHO THE RELEVANT CUSTOMERS ARE.

The issue to be investigated is the cost management for retail industry and I will take Starbucks as an example. Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. As the world’s largest coffeehouse chain, Starbucks is seen to be the main representation of the United States’ second wave of coffee culture. In 1982, Howard Schultz purchased and transformed Starbucks, and started to enter Beijing, China in 1998. Nowadays, the development of electronic commerce and the situation of the epidemic have impacted the retail industry like Starbucks. At the same time, the increasing cost for human resource and other operating costs is also a big problem for their business activity. Recently, China's coffee consumption increases by 15% ~ 20% annually, and China is becoming the world's largest coffee consumer with the greatest potential. Starbucks focuses on building the "third space" and has strict requirements on location selection. Most of them are located in prime locations like business districts, with rents far higher than the industry average. At the same time, with the rapid development of China's economy, the rent of commercial districts is still expected to grow, which will bring more pressure on Starbucks' cost management. Also, Starbucks has always been built the brand image of high-quality coffee, so it will extend the production time when paid more attention on the quality. However, as the pace of life is getting faster, a long waiting time will not only reduce the quality of customers' experience, but also deprive the white-collar customers who want to meet their needs immediately. The competitor like Luckin Coffee with different strategy has also impact the industry.

During my investigation, I will use the Value chain model in Managing People and Organizations (HND) to evaluate its competitive advantage and use the SWOT and PESTEL model to analyze the environment of Starbucks. I will search for the financial reports of Starbucks and use the knowledge from Business Accounting (HND) and Business Information (HND) that I learned to analysis the situation of the company. Also, the knowledge from Management accounting for Decision Making (HND) and Financial Reporting and Analysis (HND) can help me to analyze the cost of Starbucks and gave them the recommendation. I will visit some of the physical store of Starbucks and interview the stakeholders. Internal customers are stakeholders who work within the company and require assistance from another individual or department to get their job done. The external customers are people who pay for the services and are not directly connected to the organization. As for Starbucks, the external customers can be the customers and the competitors, while their internal customers are the employees and maybe other shareholders.

2. AIMS AND OBJECTIVES OF THE PROJECT.

2.1 Evaluate the likely costs and factors which can influence the cost in the operating part of Starbucks. (before November 18th)

2.2 Collect data about the operating condition of both Starbucks and its competitor like Luckin Coffee. Find their annual reports especially the profit or loss statement, the statement of financial position. (before November 23th)

2.3 Carry out a face-to-face interview with the Director of Starbucks and the convener of the relevant cost management and talk about the current condition of Starbucks and the strategy or policies. (before December 8th)
2.4 Interview a sample of customers to Starbucks using the questionnaire. Investigate their attitudes to Starbucks and the price. Ask for some suggestions for improvement. I will send to 150 people who are different ages and jobs. (Before December 16th)

3. REASONS FOR THE CHOICE OF ISSUE WHICH MUST BE DIRECTLY RELATED TO A TOPIC OR TOPICS COVERED AS PART OF THE GROUP AWARD.

Through comparison, it is found that retail industry has some problems, such as insufficient investment in product research and development, low innovative business, lack of combination with the internet, and lack of perfect and detailed staff training mechanism. The company should manage their cost more comprehensively, innovate the new method to control the different cost. It is also important to improve the previous accounting system according to the new environment and changes. The retail industry always searches for profit by reducing the cost of raw materials blindly and decreasing the quality of the service. The company is hard to reach the balance between cost and profit. Also, some of the companies do not have the thorough cost analysis system which may let the company pay less attention to the "hidden cost". It is also a big barrier for company to make pricing strategy and make a budget. Nowadays, the cost management is not limited to produce part, and the company need to establish the complete cost management system. With the development of modern information management and information system, to build the new accounting system is required. Moreover, the impact of the electronic commerce has forced the traditional retail industry to improve. Both of the online and offline stores need a high operating cost which is a challenge for the retail industry. Also, the delivery service has developed which required them to consider for another part of operation cost.

4. JUSTIFICATION FOR THE CHOICE OF BUSINESS OR BUSINESSES INVOLVED.

First of all, although Starbucks is a coffee chain, it sells a wide variety of products. Besides excellent coffee products, Starbucks also sells tea, pastries, cakes and other goods. This will help me to analyze their cost management in a comprehensive way. Additionally, in China, Starbucks is not only a simple coffee shop, but also a unique coffee culture, leading the fashion trend of the coffee industry. In March 1998, Starbucks entered Taiwan and opened its first store in China. Then it entered mainland China and opened its first store in mainland China in Beijing. Then it entered Shanghai, Hong Kong, Macau and opened China's first wholly-owned store in Qingdao. So far, this American brand has spread to 150 cities in China. It is easier for me to collect different data and information such as annual report on the internet. There several physical stores in the city which is convenient for me to finish the interview. The large customer group is also helpful with the questionnaire part. Moreover, Starbucks has always insisted on direct sales, refused to build franchisee. It also refuses to advertise. They believe instead of spending money on advertising, to invest in product innovation and store design to meet customer needs with a unique Starbucks experience. Its special types of operating also attracts me to study on it. As for the retail industry, its long supply chain from production to final sales is worth to research and it is suitable to be the investigated issues.

5. EXPLANATION OF THE RANGE OF PRIMARY AND SECONDARY SOURCES OF INFORMATION WHICH WILL BE USED FOR THE INVESTIGATION AND JUSTIFICATION FOR THE CHOICE OF EACH SOURCE.

During my research, I will use both primary and secondary sources to support my study. Primary sources provide a first-hand account of an event or time period and are considered to be authoritative. They represent original thinking, reports on discoveries or events, or they can share new information. The primary sources are mainly from the interview and questionnaire. The primary data are authentic, specific nature and up to date. However, it can be incomplete or unusable. The examples of primary sources are original manuscript, audio recordings, personal diaries, survey results and so on. They are reliable for it is often objective and collected directly from the original source. I will interview the relative employees and use the questionnaire for both internal and external customers which is available and the information will be useful for my investigation.

The secondary sources involve analysis, synthesis, interpretation, or evaluation of primary sources. The secondary sources are mainly come from the internet, books, magazines, journals, studies from other people and so on. The secondary data is very cheap and not time-consuming, and it can provide support information for the primary data. However, secondary sources are unreliable as primary points of evidence. Most of the original data from annual report and authority are reliable, but the other sources can be subjective and unrealistic. The examples of secondary sources are scholarly or critical analysis, textbooks, magazine articles, second-hand news reporting and so on. As for the secondary data, I will gather the information from internet like the official website of Starbucks, reference book, relative study by other people and previous interviews. I will combine the primary sources and secondary sources to analyze the cost management of Starbucks and evaluate the data to support my findings.

6. EXPLANATION OF THE HOW THE INVESTIGATION WILL BE CONDUCTED WITH JUSTIFICATION FOR THE CHOICE OF METHODS USED

During my investigation, I will mainly use the methods of data collection and the data analysis. As for collecting the data, I will use the reference books, interview and questionnaire method to gather the original information and do the relevant research. By reading the books, browsing the websites, reading the relative papers and studies, I can clearly understand the cost management and some information about Starbucks. These are available for me and most of the information is reliable. As for the questionnaire methods, I will design the questionnaire and
let external and internal customers to express their opinion on Starbucks’ cost management strategy. It is a sufficient method to get the standardized and inexpensive result from a number of people. It saves money, times and the data are easy to analyze. The interview method can directly get the specific information and it is convenient to carry out. I will prepare the questions in details and record the whole interview with notes or recorder. By talking with the manager, I can understand the strategy and the management conditions specifically. With the comparison of other competitors, it will be helpful with the analysis part.

As for analyzing the data, I will use the model like SWOT, value chain, PESTEL, 4P and so on to analyze the environment and the Competitive factors of Starbucks which is helpful with the research on cost management. Also, the quantitative analysis and qualitative analysis is vital for my research. Quantitative analysis involves looking at the hard data as well as the actual numbers. The advantages of this approach are that the results are valid, reliable and generalizable to a larger population. However, the survey instruments are vulnerable to errors and some topics are too difficult to quantify in numbers. In this research, I will use the annual report of Starbucks to analyze the cost management. Qualitative analysis is less tangible, and it concerns subjective characteristics and opinions like things that cannot be expressed as a number. The advantages of this approach are that the ability to deeply probe and obtain rich descriptive data about social phenomena through structured interviews, cultural immersion, case studies and observation. However, it often takes more time to complete due to the painstaking nature of gathering and analyzing fields notes, transcribing interviews and identifying themes. Studies are not easily replicable or generalizable to the general population. During the research, I will consider the economic conditions, supply chain, market trend, competitors’ actions etc. to analyze the cost management in Starbucks.

7. CONCLUSION

After investigation, this thesis find out a big barrier for company to make pricing strategy and make a budget. This thesis is to evaluate the likely costs and factors which can influence the cost in the operating part of Starbucks and collect data about the operating condition of both Starbucks and its competitor like Luckin Coffee. With the development of modern information management and information system, this thesis puts forward to build the new accounting system which is required. Moreover, the impact of the electronic commerce has forced the traditional retail industry to improve. Both of the online and offline stores need a high operating cost which is a challenge for the retail industry. Also, the delivery service has developed which required them to consider for another part of operation cost. This thesis tries to search for a new complete cost management system to solve the problems of retail industry like Starbucks.

REFERENCE

Research on the Application of Blended Instructional Design in Dance Anatomy Teaching

Ran Shang
School of Music, Zhaoqing University, Zhaoqing, Guangdong, China

Abstract: Dance anatomy is one of the theoretical compulsory courses for dance majors in colleges and universities, which is characterized by numerous, abstract, incomprehensible knowledge and great difficulty in learning. Traditional teaching takes teachers as the main body, which leads to students' lack of interest, enthusiasm, autonomy and low learning efficiency, so they are increasingly unable to meet the needs of the development of modern higher education. In order to improve the teaching quality of dance anatomy and enhance students' interest in learning, this paper recommends a blended instructional design combining online and offline teaching. Specifically, in addition to the traditional offline teaching, we can make use of various online teaching aids, such as 3D body, WeChat, etc., and carry out blended teaching design on a lesson of Dance Anatomy course of dance major, named "functional anatomy of human joints", from the aspects of teaching design thought, teaching analysis, teaching environment and resources, teaching process, teaching evaluation, teaching reflection, etc., which can improve teachers' teaching quality and effect and enhance students' interest in learning, thus is worthy to be researched on other lessons of this course and applied to a wider field.

Key words: Blended instructional design; Dance; Anatomy; Teaching

1. INTRODUCTION
Dance is an art showing beauty with body movements. The study of dance anatomy can help students majoring in dance to understand the morphological structure of human body and the morphological and functional changes of organs moving in dance, so as to improve dance skills and prevent injuries. Therefore, dance anatomy is stipulated as a basic and compulsory course for dance majors, which makes its teaching both theoretical and practical. However, these two properties do not exist independently, instead, the unity of theory and practice is the characteristic of this course. Therefore, this is an "intermediate discipline that connects theory and practice". However, the current teaching mode in some universities fail to maintain this feature. In the theoretical teaching system of dance major in these universities, this course is generally theory study. It is found that students majoring in dance are laborious in learning theories because of their abstraction and conceptualization. In addition, they generally value dance ability while despise theoretical study, so their proficiency of theoretical knowledge is not solid and they are often at a loss when encountering practical problems. Therefore, how to stimulate students' interest in professional theoretical courses and improve their learning efficiency is an urgent problem to be solved in dance anatomy teaching.

Take "Functional Anatomy of Human Joints", a theoretical course of dance anatomy for dance majors in colleges and universities, as an example, this paper will carry out a blended instructional design combining online and offline teaching. That is to say, based on the traditional offline teaching, this design introduces a variety of online information means, and integrates "ideological and political course" into the information-based instructional design, and analyzes the instructional design ideas, teaching analysis, teaching environment and resources, teaching process, teaching evaluation, teaching reflection, etc., to explore the application of hybrid instructional design in the course of "Functional Anatomy of Human Joints", which provides a certain reference for dance anatomy teaching.

2. IDEA OF INSTRUCTIONAL DESIGN
Guided by the advanced teaching concept of "basic, practical and necessary", this teaching design adopts online and offline blended teaching mode, makes full use of information technology on the basis of traditional offline teaching, and scientifically arranges all sessions and elements of the teaching process. What's more, this design takes students as the main body and teachers as the guide, and encourages students to use the information environment to carry out thinking activities such as inquiry, practice, thinking, application and problem solving, so as to break through the key points and difficulties. With this design, teachers could cultivate students' innovative spirit, practical ability, and the ability to process and reserve the basic knowledge of dance anatomy theory.

3. ANALYSIS OF TEACHING
3.1 Teaching content
The teaching materials used in this course is a professional textbook published by Higher Education Press and edited by Gao Yun, which is suitable for dance majors in ordinary universities and art colleges. "Functional Anatomy of Human Joint" is the knowledge in the third chapter of this book, and it is also a key chapter of this course, which takes two class hours to learn. This lesson mainly focuses on the structure, movement mode and muscles needed for each related joint of the body, as well as the problems often encountered in dance training. The teaching of this chapter plays an important role in the teaching of dance anatomy theory, since it forms a
3.2.1 Objective of knowledge
Curriculum standards and professional needs.

Teaching objectives of three aspects combined with the dance major of Zhaoqing University, this paper sets colleges and universities and the talent training scheme of According to the professional teaching standards of

3.2 Teaching objectives
According to the professional teaching standards of colleges and universities and the talent training scheme of dance major of Zhaoqing University, this paper sets teaching objectives of three aspects combined with the curriculum standards and professional needs.

3.2.1 Objective of knowledge
Master the composition, position and function of each joint of human body; Understand the important role of core stability in dance training, as well as the movement mode of knee joint and matters needing attention.

3.2.2 Objective of abilities
Cultivate students' ability to understand and identify dance anatomical structure; Cultivate their abilities of autonomous learning, teamwork, problem analysis and knowledge summarization.

3.2.3 Objective of qualities
Cultivate students' scientific spirit and health consciousness, guide them to establish correct consciousness of dance training, and train and develop their potential efficiently on the basis of protecting their own bodies.

3.3 Key points and difficulties in teaching
3.3.1 Key points
Composition, position and function of each joint of human body; The important role of core stability in dance training; Exercise mode of knee joint and matters needing attention.

3.3.2 Difficulties
Important role of the function of every joint of human body in dance training and matters needing attention.

3.4 Analysis of students
This lecture is for 45 students from Class 191 of Dance Major in Zhaoqing University. All the students are dance majors. Before this course, they have learned the anatomy knowledge of the chapters such as the overview of human body structure and the overview of sports system, and have mastered the basic methods of learning dance anatomy. They are curious about the study of dance anatomy, like to learn through videos, cases and exercises, are interested in multimedia, mobile phone operation and information technology, thus are easy to accept the teaching methods of information technology.

3.5 Teaching methods
There is a great deal of knowledge in this course. Therefore, in order to improve students' learning efficiency and learning participation, this paper adopts the following teaching strategies according to the teaching content, specific learning conditions and cognitive rules.

3.5.1 Teaching methods of teachers: We have applied teaching methods such as creating specific situation, question-elicitation method, group discussion and task-driven method to stimulate students' learning interest and efficiency.

3.5.2 Learning methods of students: We guide students to adopt autonomous learning, discussion inquiry method and group cooperation and discussion, so as to arouse their initiative and enthusiasm and make them change from "I learn" to "I can learn".

3.6 Teaching platforms
This lecture was launched in a multimedia classroom with a blended teaching method combining online and offline teaching. On the basis of traditional offline teaching such as classroom teaching, group discussion, presentation, we made full use of online teaching methods such as Rain Classroom, WeChat and Wenjuanxing (a platform to make, distribute and collect questionnaire, as well as to analyze the data) to complete the teaching of "Functional Anatomy of Human Joints".

4. PROCESS OF TEACHING
The course lasted 2 class hours (80min), including self-study before class, review of the last class (5min), introduction of new class (10min), teaching of new classes (55min), wrap-up of the class (10min), and open up after class.

4.1 Self-study before class
One week before class, the teacher divided the students into 5 groups, with 9 students in each group. The teacher uploaded the teaching resources such as the key points, difficulties, knowledge, case studies and courseware of this course to the Rain Classroom in advance, and assign the questions to five groups of students. In addition, teachers posted notice on preview and learning tasks through WeChat group, so that students can make full use of the Rain Classroom to preview the knowledge of this course.

4.2 Review of the last class
In class, the teacher first led the students to review what they had learned in the last class by "reading pictures and identifying anatomy", instructed them to look at the anatomy pictures on the PPT and tell the structure of locomotor system, and guided them to review the body arrangement, cartilage, bone composition, shape, position and structure, etc.

4.3 Introduction of the new class
In this session, the teacher introduced new lessons through case teaching of pelvis and hip joint, and organized students to think about cases. And then, teachers guided students to discuss based on cases, courseware and textbooks in small groups, and invited some students to speak up and answer questions raised in cases. Finally, the teacher summed up and introduced the knowledge of this lesson.

4.4 Teaching of the new class
In this part, teachers have adopted task-driven method and group cooperation and discussion to teach the new lesson of "Functional Anatomy of Human Joints". First of all, the teacher showed the schematic diagram of each joint of the human body with PPT, and released the following tasks: (1) the students read the diagram while teaching themselves according to the relevant contents in the textbook, and then discussed in groups. (2) the students combine courseware, textbook pictures and 3D body software of mobile phone to study related anatomy knowledge in

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depth, and then discuss in groups, after which the teachers will select representatives to speak. (3) students should discuss in groups combined with their dance practice, and analyze the role and significance of each joint of human body in practical dance training.

4.5 Wrap-up of the class
Teachers commented on each group's in-class performance. Finally, the teacher summed up the content of this course with mind map, constructed knowledge tree, and sent mind map to students for review, so as to deepen their understanding of knowledge and facilitate their memory.

4.6 Open up after class
Students are required to complete online assignments and discussions after class, finish the questionnaire of teaching effect on the Wenjuanxing, and refine the knowledge points according to their personal needs to increase their understanding of knowledge.

5. ASSESSMENT OF TEACHING
In this paper, we adopted the combination of teacher evaluation and student self-evaluation. Before class, the teacher checked the students' preview of the new lesson online and evaluated it; In class, teachers use dance training practice cases to introduce new lessons, and spot-check students to answer questions assigned before class to evaluate their autonomous learning effect before class; During the new lesson teaching, the teacher released four tasks to evaluate the completion and performance of students' new lesson teaching tasks; Teachers also evaluate students' mastery of this course knowledge according to the results of tests, homework scores and discussion performance; Finally, the students were invited to evaluate their satisfaction of the teacher and the teaching effect in the questionnaire.

6. REFLECTION ON TEACHING
It is one of the goals of the construction of "Golden Course" to adopt a blended teaching mode with online and offline teaching. With the rapid development of information technology, how to use information technology to enhance teaching effect and create a "golden course" is an urgent problem for colleges and their teachers. Taking "Functional Anatomy of Human Joints" in Dance Anatomy as an example, this paper made a blended instructional design. On the basis of online teaching, we introduce various online teaching methods such as Rain Classroom, 3Dbody, Microlecture, WeChat, mind map and Wenjuanxing to explore the application of blended instructional design in the class "Functional Anatomy of Human Joints", which improves students' interest and efficiency in learning and makes them willing to learn, able to learn and glad to learn. Under this teaching mode, we can improve students' autonomous learning ability and team spirit, and integrate ideological and political education into the curriculum to guide them to form a correct outlook on life and values. However, due to the limited time, it is necessary for the students to carry out further training after class.

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REFERENCES
Study on Mix Proportion Control of Bituminous Concrete for Highway Pavement

Shixin Shen
School of transportation, Qinghai Minzu University, Xining 810000, Qinghai, China

Abstract: In the construction of modern highway, the control of pavement concrete mix ratio is an important work content. The relevant construction personnel should strictly design and control all kinds of mixture materials in accordance with a certain proportion. The composition materials of bituminous concrete on highway pavement usually include sand, gravel, stone chips and mineral powder. The construction personnel should reasonably put into use the corresponding amount of preparation materials in combination with the actual construction conditions and design requirements, fully guarantee the construction quality of highway pavement and create more practical value for social development. This paper will further analyze and discuss the control of bituminous concrete mix ratio of highway pavement, aiming to provide scientific reference for the same industry.

Keywords: Highway pavement; Bituminous concrete; Mix ratio; Optimal control

1. INTRODUCTION
Under the background of urbanization in China, more and more bituminous concrete pavement highways appear in front of the public. The most significant application advantage of bituminous concrete is that it has high light, low noise, convenient and simple construction operation and good flatness. In order to improve the quality of highway pavement construction, the construction unit must strengthen the optimization control of bituminous concrete mixture ratio to ensure that the performance of bituminous concrete pavement can be brought into full play. At present, the urban road asphalt pavement is usually modified bituminous concrete pavement or bituminous concrete pavement.

2. ADVANTAGES AND DISADVANTAGES OF BITUMINOUS CONCRETE PAVEMENT
Compared with other ordinary highway pavement, bituminous concrete pavement can effectively improve the adhesion between different aggregates due to the addition of bituminous materials, so as to fully ensure the highway pavement has better stability, durability and strength. In the traditional cement concrete pavement, we often see large and small cracks; the pavement is not smooth enough wear-resistant, and easy to become muddy in rainy days. The bituminous concrete pavement is more solid and wear-resistant, with high flatness and no joints on the surface, [1] and it can still maintain a certain degree of cleanliness in rainy days, and the road will not produce greater noise when driving. The construction of highway bituminous concrete pavement is relatively simple and convenient, and the later management and maintenance do not need to invest a lot of manpower and material resources, which can save more costs for the relevant units. The disadvantages of bituminous concrete pavement are mainly reflected in the following aspects: firstly, the bituminous materials are easily affected by the external temperature. For example, in the high temperature climate environment in summer, the bituminous pavement is easy to soften, which requires the construction and maintenance personnel to do a good job in cooling the pavement; while in the low temperature climate environment in winter, the bituminous pavement is easy to crack. Then, when the construction personnel operate the mixture compacted by the roller, there will still be a large gap, and its water resistance is not excellent. Once the pavement is soaked in water for a long time, it will be damaged, which is not conducive to the safe driving of vehicles. Finally, as a polymer material, bitumen itself is not outstanding in durability, aging resistance and other properties. The pavement can not maintain good smoothness for a long time. After the settlement problem occurs, the bituminous concrete pavement will appear uneven situation, threatening the life safety and property safety of traffic and pedestrians to a certain extent.

3. CLASSIFICATION OF BITUMINOUS CONCRETE
According to the different maximum particle size of mixture, bituminous concrete is divided into the following categories: coarse particles below 35-40mm, medium particles below 20-25mm, fine particles below 10-15mm and sand particles below 5-7mm; according to the different compactness of mixture, it can be divided into open gradation (bituminous macadam), semi open gradation and dense gradation. In the current high-grade road construction in China, hot mix and hot pave dense graded macadam mixture is a widely used high-quality material, and each country in the world has different standards and specifications for bituminous concrete. For example, taking China as an example, bituminous concrete with porosity less than 10% is scientifically divided into type I and type II bituminous concrete. Type I bituminous concrete belongs to dense gradation, and its porosity range is maintained between 2% and 6%. Type II bituminous concrete belongs to semi open gradation, and its porosity is maintained between 6% and 10%. If the porosity exceeds 10%, it belongs to open gradation. According to the different binders in bituminous concrete, bituminous concrete can be divided into petroleum bitumen and coal bitumen. [2] In some countries and regions, bituminous concrete mixed with natural bituminous will also be fully used or partially used.

4. SELECTION AND CONTROL OF BITUMINOUS CONCRETE MATERIALS

4.1 Selection principle of bituminous concrete materials

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In the current operation of bituminous concrete construction of highway pavement, the material optimization is an important work content. In order to play the comprehensive performance role of bituminous concrete pavement to the greatest extent, the relevant construction units must attach great importance to the selection and use of bituminous concrete materials. The management department shall arrange professionals to select high-quality materials in the market, so as to avoid the poor materials being invested in the production of bituminous concrete, which causes the construction quality problems of road engineering. The purchasing department of the construction unit shall take the method of getting materials from the ground to scientifically inspect the product quality of the mineral resources, and pay attention to the use of materials that can effectively adapt to the local construction geological environment and prevent any pollution hazards to the ecological environment. In addition, the construction personnel shall strictly follow the relevant requirements and regulations such as the Technical Specifications for Construction of Highway Bituminous Pavement and the Design Specification for Highway Bituminous Pavement, and optimize the selection of bituminous concrete coordination materials in strict accordance with the requirements of the construction scheme design. [3]

4.2 Bitumen

The main body of highway bituminous concrete pavement construction is bituminous material, so the construction management personnel should correctly realize that the quality of bituminous material selection will directly affect the adaptability and service life of the whole road environment. In order to optimize the design of bituminous concrete which can achieve the expected construction design goals, the construction unit of highway bituminous concrete pavement must attach great importance to the quality control of bituminous mix ratio, and ensure that the bituminous produced in the final production can effectively adapt to local climate, natural environment and actual road operation conditions. For example, bituminous concrete constructed by construction should be able to adapt to local annual rainfall, rain acid-base and soil acid-base.

4.3 Raw materials

Besides the main bitumen, the composition of other bituminous concrete mixtures mainly includes the following: 1) coarse aggregate. Coarse aggregate is essentially gravel, crushed stone and slag with particle diameter greater than 2.36mm. It can play a good role of locking by using coarse aggregate reasonably, so as to provide better stability for bituminous concrete. Among the standards of coarse aggregate, the water absorption and apparent density are more important. The advantages of coarse aggregate application are its good durability and wear resistance. Combined with the current development of highway in China, limestone should be the main coarse aggregate of bituminous concrete pavement. The construction unit should pay attention to the quality and particle size of crushed stone in the coarse aggregate must meet the relevant standards of the technical specification for highway bituminous pavement construction; 2) fine aggregate. Fine aggregate is essentially natural sand, artificial sand and stone chips with particle diameter less than 2.36mm. The construction personnel can effectively improve the stability of bituminous concrete on highway pavement by combining fine aggregate with coarse aggregate. For the selection of fine aggregate, the construction unit should pay attention to its cleanliness and cannot have too many impurities. The construction unit shall take into account the grading of fine aggregate, abrasion resistance and adhesion of bituminous, so as to ensure that the selected fine aggregate can meet the construction design requirements, and fully guarantee the construction quality of bituminous concrete; 3) filler. The filler is essentially the fine limestone powder with particle diameter less than 0.6mm. When selecting mineral powder, it is necessary to ensure that it can enter and exit the powder bin freely and its quality can meet the relevant technical requirements of the technical specification for highway bituminous pavement construction. In the control of bituminous concrete mix ratio of highway pavement, the filler mainly plays an additive role. The construction personnel should use the filler reasonably according to the specific bituminous quantity. If the amount of filler is too little, bituminous will be difficult to be absorbed. On the contrary, too much filling will lead to the formation of bituminous mortar, which will easily cause the phenomenon of road segregation, and will affect the construction quality of the whole highway. In addition, the construction personnel should pay attention to the control of the mix ratio between the filler and the aggregate, and avoid the conflict between the filler and the aggregate; 4) fiber stabilizer. The most common fiber stabilizer is lignin fiber in the control of bituminous concrete mix ratio of highway pavement. If the fiber stabilizer can not deteriorate and brittle in 250°C environment, it is indicated that the use of the fiber stabilizer will not harm human health. During the process of using and managing fiber stabilizer, the construction unit shall pay attention to storing it in the indoor or canopy space environment, and shall pay attention to prevent it from being damp or agglomerating. [4]

5. BITUMINOUS CONCRETE MIX PROPORTION OPTIMIZATION CONTROL

5.1 Optimization of raw materials for bituminous concrete

The raw materials of bituminous concrete mainly include bitumen, coarse aggregate, fine aggregate, filler and fiber stabilizer. The most important of these raw materials is bitumen. Before the mix design of bituminous mixture, the construction team needs to arrange professional personnel to carry out scientific sampling and quality inspection of bituminous materials. For example, when selecting bituminous raw materials, it is necessary to scientifically define the varieties and categories of bituminous raw materials in strict accordance with highway pavement structure design requirements and industry specifications. When the construction unit purchases and introduces a certain category of bituminous raw materials, it is necessary to organize professional and technical personnel to carry out scientific inspection on the quality
of bituminous raw materials, and judge and analyze the materials based on the test and inspection, whether the material is of high quality. The purchasing personnel of bituminous raw materials should scientifically follow the following principles: 1) good economy, which can save more project cost for construction enterprises; 2) good technology, which can meet the construction design requirements and technical index specifications; 3) local materials, which can avoid causing pollution to the surrounding ecological environment. When selecting the imported bituminous materials, the purchasing personnel should fully consider whether the bitumen can adapt to the local climate conditions, geographical environment and other factors, so as to ensure that the bituminous can have good crack resistance and plastic deformation resistance.

In addition to the optimal selection and control of bituminous raw materials, the relevant staff should also pay attention to the selection and use of coarse aggregate, fine aggregate, filler and other mixtures. In the selection of coarse aggregate control, the purchasing staff should comprehensively consider whether the selected coarse aggregate can guarantee the stability of bituminous concrete pavement, and can effectively resist the displacement between materials based on its friction effect. The size, shape and surface texture of coarse aggregate will affect the stability of bituminous concrete in varying degrees. Therefore, the purchasing personnel should optimize and control the selection of the corresponding coarse aggregate in strict accordance with the technical requirements of relevant standards. [5] Taking limestone as an example, although it does not have good wear resistance, it can produce good adhesion with bituminous raw materials, so it is widely used in thinner bituminous concrete pavement. In the selection of fine aggregate optimization control, purchasers should understand that the role of fine aggregate is to fill the voids of bituminous mixture, help increase the interlocking effect of aggregate particles, and effectively improve the stability of the mixture. Purchasers should ensure that their purchased fine aggregate can meet the requirements of relevant technical indicators and standards, and then consider the impact of local fine aggregate texture on bituminous wear resistance, stability and cohesive force. The fineness and hydrophilicity of fillers should be taken into account when the construction unit purchases and uses fillers. Whether the filler can meet these two indexes will determine whether it can help to improve the adhesion between bituminous and aggregate. Purchasers should correctly understand that different kinds of aggregates need different fillers. For example, when the aggregate belongs to alkaline materials, then the staff need to reasonably use the ground stone powder as the filler. When the aggregate is a neutral material, then the staff need to use a large amount of ground limestone powder as filler. When there are special requirements, cement hydrated lime can be used as filler.

5.2 Design of target mix ratio
The bituminous concrete mix proportion control personnel should first use graphic method to clarify the proportion relationship of different materials and parts scientifically according to the screening results of each ore material, optimize and adjust the upper, middle and lower limit of the standard grading, so as to ensure that the mixed ore can have better internal friction resistance and the density of the standard. In the process of material primary grading, the staff should scientifically combine the relevant data of the past to select a bituminous dosage as the bituminous content of the primary grading. The mix proportion control personnel should also select the best amount of bitumen as the starting amount according to the clear design grading. For example, according to the interval of 0.5%, the staff can take 5 or more different bituminous dosage, and then mix with the ore, and finally compact and form Marshall test piece. After the completion of Marshall test, the staff need to carry out Marshall experiment, namely, the volume index of saturation, density and void ratio of each group of Marshall specimens is calculated, and the optimal bituminous dosage is determined by combining the actual data. The important significance of the target mix design is to define the design gradation and the best bituminous content, and to carry out the performance test for the determined design gradation and the best bituminous content, and finally get the performance of the mixture after the completion of the mix proportion.

5.3 Production mix ratio verification
After the design of bituminous concrete mix ratio, relevant staff need to carry out scientific verification work on the mix ratio. The widely used method is Marshall mix ratio test method. The staff need to make each Marshall specimen in advance, and carry out scientific measurement and calculation on the density and volume of each Marshall specimen. Then, the maximum theoretical relative density of bituminous concrete is determined by the real measurement results, and the saturation, void ratio and the ore gap ratio of Marshall specimens are determined. The staff also need to analyze the composition of Marshall specimen volume, calculate the flow value, stability and other technical data of Marshall template accurately, and draw the coordinate relation diagram between bituminous dosage and physical and mechanical index according to the data. In the coordinate relation drawing system, the staff should know that the abscissa data is the embodiment of bituminous consumption, and the longitudinal index is to calculate the vertical index to correctly know that the abscissa data is the embodiment of bituminous consumption. The results show that the saturation, void volume density and stability of bituminous are also presented. In the design of bituminous concrete mix proportion control, the staff should also fully consider the temperature indexes such as mixing temperature and compaction temperature. Once the mixing temperature and compaction temperature are too high, it will directly affect the best bituminous consumption, which will lead to the reduction of durability and rut resistance of bituminous concrete pavement.

6. SEVERAL SUGGESTIONS ON MIX PROPORTION CONTROL OF BITUMINOUS CONCRETE
In the process of optimizing and controlling the mix
proportion of bituminous concrete, the construction unit staff should pay attention to the following aspects: 1) the bituminous concrete mix proportion control staff should not only adopt the target mix proportion method, but also pay attention to the role of production mix proportion and verification. In different links, if some indicators fail to meet the relevant technical requirements, the control personnel can not give up and directly skip to continue the test and put into use the mixture under the mix proportion. In the design and verification stage of production mix proportion, the staff should scientifically control the mix proportion of cold silo and hot silo. Once the materials have changed, the control staff need to optimize and adjust the mix proportion of the mixture at the first time; 2) the bituminous concrete mix proportion controller should learn to analyze the specific problems when carrying out the mix proportion design operation, not just a single one. According to the specification, it is necessary to optimize and adjust the proportion of different materials according to the actual situation, so as to achieve the best design of mix proportion without completely breaking away from the specification; 3) in the specific mix proportion design, the bituminous concrete mix proportion control personnel also need to organically combine the actual situation of on-site construction and production, which can not completely jump out of the current technical conditions. In addition, the management department of the construction unit must also strictly supervise the standardized operation of the construction personnel, so that the mix proportion of bituminous concrete mixture production can always be controlled in the best state of design.

7. CONCLUSION
To sum up, in the development of modern highway engineering construction, bituminous concrete mix proportion control is a very important work. Highway pavement construction units should attach great importance to the optimal mix proportion control design of bituminous concrete, promote the use of various materials to meet the requirements of relevant technical standards and specifications, and maximize the performance of bituminous concrete pavement. The content of bituminous concrete mix proportion control mainly includes target mix proportion design, production mix proportion design and verification. The control personnel should understand that if there is a large deviation in the mix proportion of bituminous concrete, it will directly affect the quality of highway construction, reduce the construction period of highway pavement, and threaten the life safety of vehicles and pedestrians.

REFERENCES:
Analysis on the Image of Hester in *The Scarlet Letter*

Jianan Wang¹, Qing Feng²

¹College of Marxism, Hubei Normal University, Huangshi, Hubei 435002, China;
²College of Life Sciences, Hubei Normal University, Huangshi, Hubei 435002, China

Abstract: Nathaniel Hawthorne, America's greatest novelist in the first half of the 19th century. The novel *The Scarlet Letter* is a rare classic masterpiece in the history of world literature. Hawthorne's creative thoughts and the philosophical trend of thought, prevailing at the time - transcendentalism, are inseparable. From the perspective of transcendentalism, the author referred to related works and materials. Moreover, the author made a new interpretation of Hyster's image, and summarized its dialectical outlook on life, and got a more comprehensive and deeper understanding to Hawthorne's works. Hester has always been a model for women image in the academic world.

Keywords: Character image; Transcendentalism; Behavioral language

1.INTRODUCTION

In 1850, *The Scarlet Letter* made him famous. *The Scarlet Letter* is the first symbolic novel in the history of American literature. Since the novel focuses on Hawthorne's creative personality and experience, he was immediately called "the greatest writer born in this century" by the critics. There is no doubt that Hawthorne is appraised as "writer among writer".

2.RESEARCH STATUS AND RESEARCH VALUE AT HOME AND ABROAD

The search for gender identity in literature is the basic field of literary and artistic research. Especially the flourishing development of modern feminist movement and the prevalence of feminist criticism theory show an unprecedented popularity. In recent years, people have often seen papers on the female consciousness of Hawthorne's works in domestic and foreign journals, and there are also many outstanding works, but most of the research lacks systematic and comprehensive interpretation. Johnson understood this novel through Hyster's image, and summarized its dialectical outlook on life, and got a more comprehensive and deeper understanding to Hawthorne's works. Hester has always been a model for women image in the academic world.

Keywords: Character image; Transcendentalism; Behavioral language

3.TRANSCENDENTALISM IN HESTER

As a person who has always been keenly aware of society and deeply thinking about his sense of responsibility, Hawthorne is naturally far different from Emerson and other transcendentalists. Although they all claim that they are holding their own attitudes toward life and "questioning" about life, Hawthorne has an important trait that is different from them, that is, "prudent doubt" attitude. He disagreed with Emerson's wishful blind optimism. Yang Jin emphasizes that Emerson's attitude towards Confucian thought is partial acceptance by her Emerson and Chinese Culture. Emerson, as the spokesperson of transcendentalism, believes in human intuition, calls on people to listen to their own hearts, and points out that any moral law is powerless to make people truly understand the miracle of nature; both emphasize the sacred and inviolable facts, the inheritance and evolution of physique, and are against the traditional authority, and the ubiquity and omnipotence of "over soul". His series of theories are somewhat contradictory. His sincerity is unquestionable, but from the reality, even himself, he often doubts his own surprising speculation. Hawthorne apparently went further than him. Transcendentalism is his greatest attraction. The passion that transcendentalism itself contains is the subtle connection between it and real life, that is, it can freely "question."

4.HESTER IMAGE ANALYSIS

In the view of other people, love is the nature of mankind. People are all eager to pursue pure love, longing for a happy life, this is right to life and reasonable demands of a flesh-and-blood person. The heroine Hester in the work *The Scarlet Letter* a young and beautiful woman, "This woman is long and well-proportioned, with a black and lustrous hair so shiny, shining the color of the sun; her face, except for the moisturizing In addition to the complexion and dignified beauty of the facial features, as well as the delicate eyebrows and black eyes, it is unforgettable, but unfortunately married to the old doctor Chillingworth who is aging, pale and low vision. A young man with shackles is wrongly and unnaturally grafted together." In this marriage, she does not feel love, her youth is buried, and she has become a victim of unreasonable marriage. In this
sense, her marriage is a shackle of social ethics. This shackle creates a confrontation between spirit and flesh, and a conflict between humanity and ethics. On the other hand, from a marriage perspective, Hester is not loyal to her legal husband, Chillingworth, but she falls in love with a well-educated, elegant and young priest Dimmesdale. At the same time, she was severely punished by the Puritan court for committing adultery with the pastor, so that she was wearing the shameful sign "A" (the first letter of the English adultery) on her chest and was imprisoned. She also showed her on the stage. It is even more likely to be deprived of the right to raise his daughter Pearl. Her daughter, Pearl, is a symbol of her high price for pursuing happiness and truth. At the same time, her daughter is a symbol of her sin and a living red letter. She is the crystallization of the love between Dimmesdale and Hester, and the mark of the evil of her parents. Hawthorne also pays attention to the activities of portraying the subconscious of the characters. This concept, and hurriedly locked it in its cellar. With regard to her motives for staying in New England, she made an explanation and forced herself to believe that it was half self-deception. Through the portrayal of the dual character of the character, the author reflects the coexistence of the subconscious and the mark of the evil of her parents. Hawthorne also pays attention to the activities of portraying the subconscious of the characters. This concept, and hurriedly locked it in its cellar. With regard to her motives for staying in New England, she made an explanation and forced herself to believe that it was half self-deception. Through the portrayal of the dual character of the character, the author reflects the coexistence of the splitting opposition. When Hester was released from prison, She lived with her illegitimate daughter away from the market town and began her long process of "redemption." She began to help her poor people, patients and those who need to be comforted with a broad mind. "Her kindness and love flows like a spring to every person who really needs it. It will never stop and never dry up." She makes full use of excellent needlework skills and endless kindness to integrate into the surrounding world. "Her needlework embroidery appeared on the governor's collar, on the military's shoulders, on the priest's bow tie, and on the baby's cap..." Hester's kindness, generosity, and helpfulness ultimately earned her access. Hester has gained a role in life with her innate personality and unusual abilities. Hester did his best to comfort and persuade them, and solemnly told them that they believed that when the world matured and a bright era came, they would build a man and a more reliable guarantee of mutual happiness.

5. COMPARISON OF THE IMAGE OF HESTER AND DIMMESDALE
The male protagonist Dimmesdale in The Scarlet Letter is a metaphor for this human destiny and a concentrated embodiment of Hawthorne's repentant consciousness. Dimmesdale carries the symbolic meaning of "dim dale" or "shadowy dell" (Jin, 2002). As a pastor and a criminal, the great contrast between words and actions makes Dimmesdale very painful and lives in extreme contradictions. He didn't dare to face the facts like Hester, especially when Chillingworth was chasing after the pursuit and inducing it. It was even more painful. If it weren't for the priests who revealed the hypocrisy, there would be no doubt in the local area that the devout pastor, the messenger and spokesperson sent by God, which was the adulterer who Hester did not want to open. This upper-level figure representing the Puritan culture, under the protection of religion, did something that violated the teachings of the Puritanism. To get rid of this sin, only by sincerely worshiping God and using your good deeds to obtain the grace of God can you be free from hell. But because of the extreme worship of the Puritans, this grace of God was actually deprived. He suffered in the conflict between the desire of public repentance and the instinct of nature. It is really a dilemma. He is at a loss, and he is not as good as death. But he also has a moral conscience. In his view, lifelong good deeds are difficult to wash. Hester is an image of the unity of progress and conservative contradiction. Although her daughter reminded her of painful crimes from time to time, she did not think about giving up her mother's rights or evading her daughter's responsibility, but resolutely fought for her daughter's custody and used her hard work to wash the once-infested Sin, to raise and educate her daughter with heart. As Chen Rong said, motherhood became a tool to discipline her rebellious power which makes the men fear.

6. CONCLUSION
Hester did not clearly recognize the hypocrisy of Dimmesdale, and she always believed that she was guilty. She thinks that his inner suffering is given by her. Love is a matter of two people, but Dimmesdale does not have the courage to pursue true love. Hester has no complaints about this. At this point, she is both lofty, and at the same time she cannot truly be free in the soul and is always dragged. Of course, this can be seen as a struggle between her and the Puritan colony, but readers have also seen that her focus is still on the man. Women must be liberated. To get out of the woods and find a way out, they must focus on themselves. They should not be measured by a standard. In particular, all body and mind should not be placed on men. Women don't need to prove themselves to anyone, any class!

REFERENCE
Abstract: With the highly development of economy and society, there are more and more arguments happening in our work and lives. People found problems in the arguments with others and solve those problems also in the arguments. As a result, persuasion has been a necessary skill in various relationships. It will exert an important influence on solving problems if one knows how to improve the effectiveness of persuasion and how to communicate effectively in the arguments. The movie Babel perfectly illustrates a series of complicated arguments in different groups of people. When there is an argument, different people have different solutions because of cultural differences, various modes of thinking and diverse persuasive styles. The movie Babel shows conflicts between different nations, partly reflecting cultural clash among nations. This paper selects 18 arguments in the movie Babel, analyzing plots and character lines to figure out how to improve the effectiveness of persuasion and how cultural differences impact on the persuasion.

Key Words: Babel; Persuasion; Cultural differences

1.INTRODUCTION

Communication has been an ancient problem. Man since he was born has been a lonely and free individual, and he can recognize the existence of "I " and "You" and distinguish the differences among other objects. That's why expression and communication are largely in demand. Communication can reach the goal to share the information between people and groups. In addition, it can remove the misunderstandings, bridge the gaps, resolve contradictions and develop various relationships. However, we can't avoid the fact that communication barriers prevent people from knowing each other well, and scarcities of information exchange cause to a more serious situation. As a result, the lack of cross-cultural interaction has been a tough problem to human beings since a long time.

Babel originally means a lot of people talking at the same time, so that you cannot understand what they are saying. The author of Intercultural conflicts' Influences towards Social Construction according to the Tower of Babel (Ying Yue) claimed that persuasive communications may have some connections with religion. She believes religion is important when people are communicating with each other. If a country or a region only has one kind of religion, then the conflicts will be much less and the destructive effects will be less, either. However, if a country or a region has two or more kinds of religions, especially when those two kinds of followers have the same powers, then conflicts will happen very often and the destructive effects always are in large scale. To analyze the Tower of Babel from Cross-cultural Communication (Qiuhong Bao, 2014) reveals that persuasive communications happen because of the different values of life and different cultures can exist together in harmony. American children will pet pagurian and talk to them while Mexicans will twist chick's head in front of the children. These different values towards life can lead to a series of conflicts and sometimes make people feel helpless. Cultural sociology in the Tower of Babel (Siming Li, Hui Yu, Xinhua Xie) announces the conflicts lie in different community cultures and national cultures. Some people may only appreciate their own culture and believe that their faiths apply to the whole world. In this way, when different cultures interpenetrate each other, conflicts will occur in the same time. Intercultural Conflicts under the Globalization according to the Tower of Babel (Bin Liu, 2014) reveals that those arguments come from 3 main reasons: misunderstanding of languages and non-verbal signs, cultural diversity and national cultural identity. The verbal signs and the non-verbal signs the actors used didn't reach the prospect they wanted. The signs, which are confused, changeable and uncertain, are delivered through different language environments and can be understood in many ways. Since there are various differences between verbal signs and non-verbal signs, people can't fully understand the meanings. As a result, initially misunderstanding will gradually become intercultural conflicts and finally lead to communication barriers. Besides, such communication barriers because of cultural diversity should be paid much attention to. The solutions are not to wipe out cultural diversity, but to strengthen the possibilities of being more tolerant and understanding from different regions. Cultural bias is the real root of arguments. 3.METHODOLOGY

There are about 18 persuasive communications in the movie and 4 kinds of people with different nationalities. There are 4 of them between Americans including the couple's quarreling and 3 times dissension of tourists leaving or not. Besides, 5 places are mentioned between...
Moroccans. Also, there are 4 times between Japanese. Apart from this, there are 3 times that persuasive communications happened between Americans and Mexicans. There are also twice between Americans and Moroccans.

<table>
<thead>
<tr>
<th>Nations</th>
<th>Number</th>
<th>Contents</th>
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<tbody>
<tr>
<td>American vs. American</td>
<td>4</td>
<td>The couple's quarreling and 3 times dissension of tourists leaving or not.</td>
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<tr>
<td>Moroccan vs. Moroccan</td>
<td>5</td>
<td>1. The former owner of the rifle Hassan bargained with Yussef's father; 2. Yussef's brother didn't admit his weakness of shooting and quarreled with Yussef; 3. The police find Hassan to interrogate him about the rifle; 4. When Yussef's father knew the truth, he shouted at the brothers to question them; 5. The police found Yussef's family and threatened them to surrender.</td>
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<tr>
<td>Japanese vs. Japanese</td>
<td>4</td>
<td>1. The deaf girl quarreled with her friends; 2. The deaf girl blamed that her father didn't care about her; 3. The deaf girl went to dentist and licked the dentist on purpose, which make dentist really mad; 4. The deaf girl was naked and seduced the police, but the police refused her.</td>
</tr>
<tr>
<td>American vs. Mexican</td>
<td>3</td>
<td>1. The babysitter Amelia wanted to have a day off to attend her son's wedding but Richard refused; 2. The custom doubted that Amelia and Santiago were kidnapper and checked their cars and bags; 3. Amelia was not allowed in America and she tried to prove herself.</td>
</tr>
<tr>
<td>American vs. Moroccan</td>
<td>2</td>
<td>1. Richard saw a car and wanted the car driver to pick up them to the hospital but the driver didn't understand him; 2. When Richard knew the ambulance couldn't arrive in time, he shouted at the local police.</td>
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4. RESULTS AND DISCUSSION
4.1 Methods of Persuasion
The effectiveness of persuasion communication depends on the organization of the arguments used in support of the position proposed. Thus, writers on methods of persuasion list the number the repetitions, amount of emphasis and methods of refutation.
Repetition is an instance of using a word, phrase, or clause more than once in a short passage--dwelling on a point. To repeat the same words or phrases, people can express their requirements clearly in emergent situations. In the movie Babel, the amount of persuasive communications are 18 including persuasions between Americans, Mexicans, Morocco and Japanese. Among them, there are 3 times using repetition when persuasive communications happen. Emphasis denotes the special weight or forcefulness given to something considered important; the special attention or prominence given to something; the prominence given to a syllable or words. In the movie Babel, there are about twice using emphasis in the persuasion.
In rhetoric, refutation is the part of an argument in which a speaker or writer counters opposing points of view. Refutation is "the key element in debate," say the authors of The Debater's Guide (2011). Refutation "makes the whole process exciting by relating ideas and arguments from one team to those of the other" (The Debater's Guide, 2011). In the movie Babel, there are about 4 times using refutation in persuasion.
4.2 Effectiveness of persuasion
In persuasive communications, which present a complicated series of arguments on impersonal topics, it is generally more effective to state the conclusion explicitly than to allow the audience to draw its own conclusions. (Carl Hovland, 1963) This theory is suitable for most persuasive communications in the movie Babel.
For personal matters such as the conflict between Richard and Susan, their marriage has severe problems and it may lead to divorce. When they persuade each other, they all know the real reason of quarreling but they didn't directly talk about it.
When the listener is then subsequently exposed to the presentation of negative arguments in the counterpropaganda he is less likely to be influenced in the negative direction. He is already familiar with the opposing point of view and has been led to the positive conclusion in a context where the negative arguments were in evidence. In effect, he has thus been given an advance basis for ignoring or discounting the negative arguments, and thus "inoculated" will tend to retain the positive conclusion. (Carl Hovland) This result can explain the action of American tourists when there are arguments in the movie. Richard and American tourists argued about 3 times-------- Richard tried to persuade tourists to stay with them in case he needed a car, but other tourists worried they may be killed in the little village so they wanted to go back as soon as possible. At the second time the tourists propose to leave.
4.3 Persuasive style & cultural differences
Although there are many persuasive communications in the movie, the persuasive styles are different in different countries. By analyzing those persuasive styles, we can learn various cultures of different countries.
4.3.1 Americans
When Americans argue with others, they will use the simple words to let audience know what he talks about, especially in some special occasions. Their words have logic and you will never misunderstanding them. Besides, they can always emphasize the most important words to let people know the meaning. In the movie, when Richard needed help in Morocco, he just repeated "Help" and "Hospital" to let the local people understand him. Besides, when the custom checked Amelia, they also use the simple and clear words to complete the whole examination to make sure whether they are kidnappers or not. After the first police checked the passports, the second police came to their car, put the electronic torch light on Santiago's face and start to the second round check.
Compared to the Mexicans, when Americans argue with others, they would not describe the reason or the difficulties. Instead, they prefer to provide solutions to persuade others directly. In the movie, when Amelia said she couldn't take care of kids at that day, Richard persuaded her to stay with kids and told them he would hold another better wedding for her son. Although, it sounds like impossible, Richard gave her another
suggestion in the process of persuasion. Another example is that Richard argued with American tourists to ask them to stay with him. Richard suggested them wait until the ambulance arrived directly while tourists suggested that after they reached a safe place, the driver would get back to Richard. It is worth mentioning that when Americans argue with Americans, they gave many proposals to persuade the other side and all they discussed about were solutions.

When there is a danger, they will care more about their own safety rather than the whole team's security. It is evident from the movie that the tourists refused to stay at the little village because they worried the villagers would kill them all. To avoid this danger, they wanted to get out of there as soon as possible. They even tried to persuade Richard to take Susan leave with them together instead of caring about Susan's injury. In the process of persuasion, Americans care more about their own instead of the whole. From these persuasive styles, we can learn that Americans hold a strong individualism in their culture. Up to this day, individualism has developed with the European society into a series of value system in ethic, politic and economic area. The main features are following: All the values are people-centered. That is to say, it is people who experience all the values; Every single man is the purpose itself. The society is one of the methods to fulfill personal purpose; Every person is equal. No one can be the tool of others. Individualism pays attention to the personality and emphasize that every single person has its own right and everyone has freedom.

4.3.2 Mexicans

Mexicans always have strong feelings with the persuasion. They prefer to describe their feelings and elaborate their emotions in facial expressions or acute behaviors. Taking Santiago as an example, he could have listened to the custom and get off the car and let the custom check more carefully because he didn't kidnap the kids. He could have talked to the custom that this was a misunderstanding and asked the custom to call Richard. However, when the custom lighted on his face, he showed a sense of impatience and even drove the car to run away to avoid being questioned. He was impulsive and he didn't even care about the consequence. Taking Amelia as another example, when she knew she would never be allowed to go to America, she cried and described her journey of babysitter, begging the custom to think again. When the custom told her that lawyer can't help her change the result, Amelia cried out loudly. From this dialogue, we can see that no matter what the custom asked, she only talked about herself and tried to let the custom moved by those emotional experiences so that she can persuade him to let her stay in America. As a result, Mexicans are more emotional when they persuade others.

By analyzing the persuasive styles of Mexicans, we can learn that compared to America, Mexican society is more likely to be collectivism. From the movie we see that in Amelia's son's wedding, all family members came and they invited each other to dance and sing. Besides, there are a variety of entertainment activities before the wedding. A society of collectivism will firstly focus on the family, holding the value of family members being together. Each family member should take responsibility for the family. Under such value, Amelia treated Mike and Debbie as her own children and believed that she can't leave them and she have the responsibility to take care of them until they grow up. As a result, she persuaded the custom to let her stay in the USA.

4.3.3 Morocco

Compared with Americans and Mexicans, people in Morocco are more violent when they argue with others, especially when they got a weapon. Taking the Moroccan police as an example, when they found the former owner of the rifle Hassan, they said nothing but push Hassan on the ground and put the gun against his head. Seeing Hassan can't answer the question in this posture, they hit him first and pressed him in the corner. Besides, when they found Yussef's family running on the hillside, they shouted, put the gun and shot without any hesitation. To them, persuasion is another type of threatening.

Through their persuasive styles, we can also learn much about the culture of Morocco. It is evident that Moroccan society has strict class divisions so that the police could hit Hassan but Hassan can't strike back. Besides, woman in Morocco don't share the equal status as man. In Morocco culture, woman is an appendage of her husband while man enjoys the definite authority. Woman are closed in the private space such as their family and they don't have the right to be confident. As a result, when father knew Yussef spies on Zohra, he stroke Zohra and blamed her as prostitute. Apart from the above point of view, it is worth mentioning that Morocco is a country near the Sahara so the main industry of the country is tourism and livestock. In the beginning of the movie, Hassan and Yussef's father were bargaining. Finally, Hassan agreed to sell the rifle in the price of 500 plus a sheep. That is to say, sheep is of great importance in Morocco.

5. CONCLUSION

There are about eighteen persuasions in Babel while some of them are effective and some are not. To improve the effectiveness of persuasion, three of them use the method of repetition while two of them use method of emphasis, and four of them use the method of refutation. According to the analysis, indirect way of persuasion can be more effective when people deal with personal affairs. Besides, continuously persuading in positive way can be a disaster in negotiation especially in emergency.

People from different countries have different persuasive styles in Babel. It is evident that Americans are in direct way when they persuade others and their languages are always precise. However, their personal relationships are less important because they will take themselves in the first consideration. The result shows that this kind of persuasive style to some extent is connected with individualism. Mexicans, on the other hand, are elaborating styles in Babel. They prefer to express their feelings and elaborate the fact, which is not so close to the topic. Such persuasive style may reflect the collectivism of Mexicans. Another typical persuasive style belongs to Moroccans in Babel. Compare to people from other
countries, they are more abrupt and violent. This kind of persuasive style may have close relationship to the strict class division of Moroccan society. Since the Japanese girl has some problems with mental, this paper didn't analyze her persuasive styles.

REFERENCES
On the Development of Handmade Papercrafting in China from a Historical Perspective

Yan Xu
Department of Education Science, Zhalantun Vocational College, Zhalantun 162650, Inner Mongolia, China

Abstract: Papercrafting originated in China and is one of the four great inventions in China. The invention of papercrafting has greatly promoted the rapid development and spread of science and technology, economy and culture in China and even in the world. This paper explores the development of papercrafting raw materials and papercrafting technology from a historical perspective, and makes a prospect for the development of China's handmade papercrafting, in order to provide reference for the inheritance and development of handmade papercrafting in modern society.

Keywords: Papercrafting technology; Papercrafting by hand; Papercrafting method

1. INTRODUCTION
Modern people gradually enter the industrial production civilization, and the handmade technology rooted in the traditional agricultural civilization may face the dilemma of extinction. The traditional handmade papercrafting technology is the expression of our national charm, which plays an irreplaceable role in the inheritance of cultural heritage. In the era of modern industrial development, how to study the handmade papercrafting technology from a historical point of view, better protect and inherit the development of China's traditional papercrafting technology has become a major problem to be solved.

2. LOOKING UPON THE DEVELOPMENT OF PAPERMAKING RAW MATERIALS IN HANDMADE PAPERMAKING FROM A HISTORICAL PERSPECTIVE
In the early stage of papermaking in China, the main raw materials for papermaking were natural bark and chemical fiber rags. Hemp fiber was the most important raw material of linen at that time, and the main varieties were striped ramie and black ramie. Chinese cotton was first imported from India with Chinese Buddhism in the early Eastern Han Dynasty. Later, it was widely used in hand weaving and papermaking. In fact, in the early Western Han Dynasty, paper appeared in China. At that time, paper was made of bast fiber or fabric. Because the paper production technology is still in the primary stage, the process is simple; the produced paper is rough texture; the surface is not smooth, not suitable for writing, and generally only used for packaging. Until the Eastern Han Dynasty, after the improvement of Cai Lun, a set of mature papercrafting methods was formed. The process can be roughly divided into four steps: first, raw materials are separated, that is, the raw materials in the lye are removed by fishing or cooking, and dispersed in the fiber; secondly, the fiber is cut by cutting and hammering, and the fiber base material is transformed into cellulose; the third is papercrafting, that is, the pulp is converted into mud by absorbing water, and then the pulp is taken out from the paper holder (tape pad) to form a wet paper sheet on the paper holder; the final is to dry the wet paper to make it into paper.

After the Han Dynasty, although the production technology was constantly improved and mature, these four production steps did not change much. Even in modern times, in the production of wet toilet paper, there is no fundamental difference between other production processes and ancient Chinese handmade papercrafting methods. The development of handmade papercrafting materials is mainly reflected in the following aspects: during the Wei, Jin, Southern and Northern Dynasties, a large number of moles and rat skins were used for papercrafting. By Sui and Five Dynasties, bamboo, sandalwood bark, wheat straw and rice straw were also used as paper-making materials. Among them, bamboo paper is a major breakthrough in papercrafting technology in the Tang Dynasty. Because bamboo fiber is hard, brittle and easy to break, it is difficult to deal with. The success of bamboo paper production shows that the papercrafting technology in ancient China has reached a quite mature level. In the Tang Dynasty, adding aluminum, adding glue, powder coating, stripping gold, dyeing and other technologies were combined to provide a technical basis for the production of various process paper.

3. THE DEVELOPMENT OF PAPERMAKING TECHNOLOGY IN HANDMADE PAPERMAKING FROM A HISTORICAL PERSPECTIVE
3.1 Paper pouring method
This is the earliest paper-making method, and also the first historical stage of manual paper-making. It originated in the Western Han Dynasty. It is a paper-making method that does not belong to the Cai Lun system. It has a long history and can be called a miracle in the history of world science and technology. [1] This oldest papermaking method has been used in Northwest and North China for a long time, and is still popular among some ethnic minorities in Tibet, Yunnan and Xinjiang.

Before making paper by hand, we need to nail it into a square wooden frame with four square long wooden strips. The walls and floors on the square wooden frame are covered with a layer of water permeable rubber, and then used to make tissue paper. When making paper, we should dig a mud pit by the river, and then dig a new pond to store an appropriate amount of muddy water, then put an

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appropriate amount of cellulose in the middle to disperse the muddy water completely, and then put a new paper curtain on the water surface to float on the surface of the new muddy water. Then, we collect the pulp with a spoon or other container, pour it on the paper curtain, and then gently push the paper curtain by hand to evenly make a layer of cellulose. Finally, we lift the wooden frame of the paper curtain and keep a certain height, facing up. After the paper curtain is raised, let the water float on the paper curtain and lay it flat on the floor. Another paper burning method is to put up the paper curtain without leaving the floor, pour the pulp evenly on the paper curtain with a spoon, and then brush it gently with bird feathers. This method is especially suitable for the manufacture of large sheets of paper.

3.2 Paper percolation method

The paper percolation method is a little more complicated than the paper pouring method. Before making paper, a waist high water tank must be set up. The material covered on the paper curtain should be a filter made of flowers or bamboo. Before paper-making, a new water injection is carried out in a water tank, and a layer of pulp is put in to disperse. With the right hand, the other two of a layer of bamboo curtain are tightly grasped and lifted up, so that the paper curtain is vertically re inserted into the water, and then the paper curtain is gradually leveled up, and all of them are re immersed in the water, and then the pulp and the excess water are filtered. At the same time, the paper film which has been carefully pressed is dried by hand like the method of pouring pulp. In the later stage of paper percolation, the paper curtain has been improved, that is, the filter screen and two wooden frames glued to the pulp are made into one or two pieces respectively and then combined together again. After a piece of pulp is made in the wooden frame, the filter screen glued to the pulp is replaced and the other pulp is replaced on the wooden frame. In this way, a wooden frame can be used continuously, although the paper percolation method appeared as early as in ancient China. [2] It was later called the watering paper making method to a greater extent. In fact, it is between the traditional watering paper making method and the traditional paper making method.

3.3 Paper making method

The paper making method, also known as Cai Lun's paper making method, originated in the Eastern Han Dynasty. At that time, Cai Hou's paper, which was famous all over the world, was created by this paper making method. Papermaking is actually the most advanced manual papermaking method. The main difference between papermaking method and traditional paper pouring method and paper percolating method is that the paper curtain and wooden frame can be completely isolated. The wooden frame has also been improved into a paper curtain, and the paper curtain can be reused after papermaking. The curtain paper produced by paper-making method generally has the characteristics of thin, smooth, uniform distribution of fiber structure, delicate appearance and curtain. This kind of traditional paper-making method effectively speeds up the development of paper-making work and reduces people's workload and time. It is a main method of manual paper-making that is often used by Chinese traditional folk art scholars. The development of papermaking has been widely distributed, such as in some East Asian countries and North Korea, Japan, Laos, Vietnam, Central Asian countries, European countries and the whole Africa.

3.4 Modern papermaking technology

Modern paper mills usually store enough natural raw materials that can be used for 4 to 6 months, so that these natural raw materials can be fermented at a natural low temperature during the whole storage period, so that they can be effectively used for paper making and pulping, and at the same time, they can effectively ensure that the paper mills can achieve continuous production. In the processing section of chemical material preparation, various raw materials such as reed, wheat straw and other wood are cut to form small pieces of material or wood section. Then these small pieces of material are put into the chemical digester respectively, various chemical active drugs and distilled water are added, and the raw materials are heated and boiled with chemical steam to form paste pulp, or small pieces of wood are transported to a chemical grinder to grind out pulp. Then a large amount of water is used to wash the fine particles left in the pulp base, and the fine particles and gravel left in the pulp base are removed by dust-free screening and air purification. According to the color requirements of different paper grades, a certain amount of neutral bleach is added to bleach the pulp evenly to the specified bleaching degree of the paper grades, and then the pulp can be polished once by using the device of automatic grinding pulp machine. Finally, it is sent to the press paper machine again, dehydrated and dried through the press net, and cut it for many times to make a single sheet of flat paper.

4. PROSPECTS FOR THE DEVELOPMENT OF HANDMADE PAPERMAKING IN CHINA

4.1 Application of environmental protection measures in papermaking process

At present, the traditional manual papermaking technology is slowly losing, and the modern chemical papermaking technology is developing. However, with the improvement of people's awareness of environmental protection, environmental protection technology of modern paper industry is a big development trend. The main problem is how to effectively reduce environmental pollution of paper industry. The development and application of advanced cooking technology is an effective way to reduce pollution. This requires that on the basis of expanding and improving the sulfate cooking technology, we should actively develop and explore new deep cooking technology to further reduce the kappa number energy consumption and pollution. At present, many new and improved bleaching methods have been developed rapidly and applied. For example, oxygen delignification pulping technology has become a mature technology and has been well applied. China's paper industry should gradually reduce the amount of water used, and the bleaching wastewater is also being recycled as much as possible. All paper mills must have a set of pollution prevention and control facilities that meet the
requirements of environmental hygiene, and the wastewater can only be discharged after reaching the environmental hygiene standards. Secondly, it is necessary to expand the raw materials of papermaking technology. In terms of resource utilization and substitution, China is exploring new non-wood pulp resources. For example, the modern wood pulp resources that have been studied mainly include reed bamboo, bagasse, cotton stalk, wheat stalk, etc. Researchers are also trying to enhance the productivity of paper-making wood, and try to take measures to expand the reprocessing of the leftover sapwood from paper-making process, so as to promote the maximum utilization of resources.

4.2 New application of traditional handmade papermaking technology

Handmade paper technology has always been the best carrier of Chinese traditional culture in the creation of painting and calligraphy works, among which Xuan paper works are the main outstanding representatives. [3] In addition, we also need to combine modern development and explore new development space of traditional handmade papermaking. For example, classical paper screens, imitation paper flowers, traditional Chinese painting works of art, paper fans, etc., which are popular in the market now, are more and more widely favored by people because of their unique charm of Chinese art and culture, and have attracted the attention of Chinese society and all media. In addition, we can also make full use of the different characteristics of different kinds of pulp and other paper making materials. By adding various colors and pigments in the process of manual paper making, we can adopt different paper making techniques, so that they can present different textures, different shapes, different colors and peculiar patterns. [4] In addition, handmade papermaking is sold as a commodity in the form of DIY. On the one hand, it can better inherit the hand-made papermaking and let people feel the charm of traditional Chinese culture. On the other hand, the natural texture formed by the accidental action of handmade paper in the process of natural materials and product manufacturing process itself has a natural, simple and affinity texture characteristics, and also brings some quiet, warm and healing enjoyment to those who have lived in the prosperous metropolis of reinforced concrete for a long time.

5. CONCLUSION

To sum up, China's traditional hand-made papermaking art has made great contributions to the progress of China's civilization, and even to the development of today's world civilization. In the historical process of development, papermaking has been repeatedly explored and improved. However, with the development of science and technology, the traditional hand-made papermaking is also facing the dilemma of disappearance. We urgently need to study and discuss the development of China's hand-made papermaking from a historical perspective, and find appropriate methods to promote the inheritance and development of hand-made papermaking, so that this valuable civilization will not be lost in the long river of cultural development.

REFERENCES:
Sino-US Trade War Under Deglobalization and the Initiation of the New International Economic Order

Yinan Yan
School of English Studies, Xi'an International Studies University, Xi'an, Shannxi 710128, China

Abstract: Deglobalization is a force or trend in the opposite direction of globalization. This paper will briefly analyzes the causes of deglobalization in the United States and the impact of the Sino-US trade war on the international economic order, and then summarizes China's contribution to the establishment of a new international economic order.

Keywords: Deglobalization; Sino-US trade war; the Belt and Road Initiation; New international economic order

1. INTRODUCTION
Deglobalization is a force or trend that runs counter to globalization. According to Lei Da, the meaning of deglobalization is mainly divided into two aspects: first, the adjustment of internal and external economic strategies of each country deviates from the former trend of globalization; second, such strategies of deglobalization have had a substantial effect on global economy. According to Quan Heng, from the perspective of the law of globalization, the term deglobalization should be called anti-globalization or the movement of deglobalization. The core issue of anti-globalization is that in the course of this round of economic development, global income inequality and unequal distribution of wealth have not only been further expanded between developed and developing countries, but also have been manifested within developed and developing countries. In short, deglobalization is a trend that the economic behaviors and policies of relevant countries appear to move to the opposite direction of globalization. From a practical point of view, the current phenomenon of deglobalization is not just a trend, but a clear governmental behavior and policy in some countries[1-6]. Currently, the studies on deglobalization in domestic academia have many aspects of research, which can be summed up in four aspects:

Firstly, at the global level, some scholars believe that the balance of international power have been changed because of the rise of some emerging countries, like China, affected the United States and other developed countries' original center position in the development of globalization. Therefore, the developed countries like the United States have to adjust themselves to make it adapt to the transformation of international system. The trade war between China and the United States, which are two largest economies in the world, has become a prominent manifestation of the tide of deglobalization. Some scholars analyzed the causes of deglobalization from the aspects of the change of international capitalist order and the crisis of neoliberalism. They believe that after the 2008 financial crisis, the original world economic order was deconstructed, the global economic recovery is sluggish, and the world economy does not really come out of the crisis. At the same time, the COVID-19 outbreak in 2019 has also contributed to the further development of deglobalization.

Secondly, regard to the national level, many scholars have focused on the analysis of transformation of American policy choice. They believe that "the United States first" advocated by the trump and trade protectionism is not really against globalization, but against the globalization which brings harm to interests of the United States. The real measure of Trump Administration's attitude towards globalization is whether the trend of globalization meets the interests of the United States. Meanwhile, the trend of deglobalization in the United States, is also a reflection of its domestic social contradictions. They advocates deglobalization because of its real economy dominant position. They try to restore their dominated position of the real economy and reconstructs their leading role in the global trade pattern. Actually, the essence of the trend of deglobalization is the conflict of capital logic and national interests. The key to resolve the contradiction is to establish a double insurance or balance of economic democracy and political democracy, and reconstruct the global economic governance system.

Thirdly, from the view of development of globalization, some scholars hold that globalization and deglobalization coexist in the process of globalization, and the tide of deglobalization is actually a part of globalization. The contradiction between globalization and deglobalization is reflected in the relationship between globalization and localization, globalization and internationalization, and globalization and the balanced development of the world. (Liu&Zhang 120)

Fourthly, it's about the responses to the trend of deglobalization. Some scholars believe that globalization is an irresistible trend for the development of the world, which promotes the development of human society. Therefore, the establishment of a new global governance system must be accelerated. As a participant, beneficiary and promoter of globalization, China's One Belt And One Road Initiative has become a new opportunity for globalization.

Therefore, although the tide of deglobalization is irresistible, the analysis of deglobalization requires specific analysis based on the situation of different countries, which cannot be generalized. According to the...
summary of Yang Wandong et al, the strength of the new round of deglobalization mainly comes from three aspects: deglobalization forces from Europe, deglobalization forces from the United States and the United States’ worry about the rise of China. (Yang&Zhang&Fang 107)

2. DEGLOBALIZATION IN THE UNITED STATES

Many events occurred in the United States after entering the new century, which promoted Americans’ xenophobia and self-preservation. The first is the event of “9.11”, which is a security threat of non-state forms of paranoid terrorism, it stirred a fear of self-security that helped the United States turn inward. The second event is the sub-prime mortgage crisis or the financial tsunami in 2008. The outbreak of the crisis made the United States realize that its long-term strength driven by finance is unsustainable and impossible. Therefore, the United States decided to revive the manufacturing industry. The third is the event of occupying Wall Street, which erupted in late 2011. The movement has pushed its society to pay more attention to the widening gap between the rich and the poor and put more emphasis on local employment. The above three events have a great impact on the United States' economy and society, and stimulates and strengthens the government's reflection on the whole society. Until 2016, when Trump was elected as the new President of the United States, he pushed the United States to carry out mercantilism and power diplomacy. Together with the rapid development of China, which has fueled the United States' anxiety, the tide of deglobalization has been quietly building up in the US.

2.1 The causes of deglobalization in the United States

Firstly, although the free trade of globalization has brought huge benefits to the United States and other developed countries, it has also caused the hollowing of domestic real economy, the change of class structure, and the widening gap between the rich and the poor, and led to the increasingly fierce populism in the United States. Under the conditions of free trade advocated by globalization, the pressure of market competition is much greater than that in the domestic market. In order to reduce production costs, enterprises in the United States have outsourced their factories in other developing countries. As a result, the labor-intensive manufacturing industries with low technology and knowledge have been transferred to developing countries. Then, gradually a global industrial chain and a global outsourcing system have been formed. Therefore, competition from other countries accelerated the hollowing out of domestic industry in the United States, especially in the manufacturing sector where white blue-collar workers concentrated. The domestic manufacturing industry experienced a severe recession, which led to an increase in unemployment in the United States. More importantly, since most of the affected workers are not highly educated, and the costs of switching career or moving to another community are too expensive for them, so the result is likely to be higher unemployment and lower household incomes in the affected areas, and the impact will be greater for less educated and less-paid workers. However, due to the lack of social responsibility of the government, the government has not invested enough funds in social pension, unemployment and reemployment training, which has led to the long-term existence of unemployed and difficult classes and intensified social polarization. Thus, although the new round of industrial structure optimization enabled the United States to complete the adjustment of industrial structure and enter the stage of economic development dominated by service industry, the United States entered into the structural unemployment society in advance, which also reflects the imbalance between its social governance and national economic development. But rather than solve the problem from the perspective of internal contradictions of the country, the United States ascribed the responsibility to external factors. Driven by interests, they ostensibly won votes by opposing globalization. In fact, even if they do come into power, they may not deliver on their promises, but this kind of superficial behavior does push populism to a climax.

Secondly, in the process of globalization, the balance of international power is changing. the real economy of the United States is gradually hollowed out, the developed capitalist countries are relatively weak, and other emerging countries, like China, are gradually rising up. Therefore, the primary cause of a series of deglobalization measures taken by the United States is to maintain its absolute economic hegemony. (Tong&He&Tu 3) Economic globalization has an important effect of income distribution. Theoretically, it can improve global total output and overall welfare, but it does not guarantee that all people can benefit from it or benefit to the same degree. As mobile capital redeploy jobs and production in the world, international trade intensifies competitive pressures, the global financial system limits national welfare and capabilities of redistribution. Therefore, globalization exacerbates economic inequality between and within countries. (David&Anthony 72) Attending to the tide of globalization, China has become the second largest economy in the world after three decades of reform and opening up. In addition, President Xi Jinping has put forward the "One Belt And One Road Initiative", established the Asian Infrastructure Investment Bank and the BRICS Development Bank, promoted the CNY to the international market, and even explicitly proposed to build a "Community of Shared Future for Mankind". All of the above practices make the United States worry about the sustainability of the old international economic order. (Tang 51) Therefore, the United States attempts to contain China's development through a series of deglobalization measures and reconstruct the globalization under the absolute leadership of the United States.

2.2 Sino-US trade war

Sino-US trade war is undoubtedly an important manifestation of the current trend of deglobalization. The main basis for the United States to initiate trade war is the Section 301 of Trade Act of 1974. In terms of the sectors where the US has initiated investigation of China in 2017-2018, it is mainly about iron and aluminum products, intellectual property and important industrial technology. (Wan&Zhu 36) Later, Sino-US trade war was escalated and spreading from the economic sector to the technology
sector. The United States imposed sanctions on ZTE and Huawei and commissioned the Canadian government to detain Meng Wanzhou, the vice chairman and chief financial officer of Huawei, a Chinese citizen who had been detained in Vancouver, Canada, but still has not been released by now. Then, the United States repeatedly announced tariffs on Chinese imports. Until July 6th, 2020, the U.S. Secretary of State Mike Pompeo said, "The United States is considering a ban on the Chinese social media app, Tik Tok, over national security concerns." At this point, the conflict between China and the United States under the tide of deglobalization has gradually spread from the economic field and the science and technology field to the digital economy field. In order to maintain its leading position, the United States has carried out all-round suppression on China. Wang Shiyu believe that the current international situation is reconstruction of globalization, rather than deglobalization. In the new round of reconstruction of globalization led by digital economy, China will get more opportunities in the global market. But right now, the U.S. is exerting strategies to contain the rapid rise of the digital economy, and banning TikTok is just a beginning.

Under such background, although it is difficult to make an accurate and objective judgment in a short period of time on the impact of the Sino-US trade war on the economic and strategic development of China and the US, the conflict between the world's two largest economies is, to some extent, the encounter between the new and the old international economic order. One represents the "zero-sum game" of the old international economic order, and the other represents the "cooperative and win-win method" of the new international economic order. The emergence of deglobalization has not only prompted people to further reflect on globalization, but also created a new opportunity for emerging forces to play their role and put forward transformation demands and new ideas in response to the original unbalanced and unequal world order. The ideas and systems of non-Western countries will provide new impetus and direction for the future development of globalization and the world order, which will be a contradictory and even confrontational process, while China will play an important role in promoting the next round of globalization.

3. CHINA’S EXPLORATION OF BUILDING THE NEW INTERNATIONAL ECONOMIC ORDER

Under the circumstances of the big change of the world, the deglobalization behavior of the United States and other Western countries has brought unprecedented challenges to global governance. In face of these challenges, China, as a country which becomes closer to the center of the world stage, has to take more and more responsibilities. Although the current trend of deglobalization, especially the trade war between China and the United States, may have negative impact on China and the world, in the long run, China's plan has injected new vitality into the development of globalization, and the trend of deglobalization cannot be sustained.

First of all, Chinese concepts and values are embodied in China's "One Belt And One Road Initiative" and its practices, and Chinese scholars regard "One Belt And One Road Initiative" as a Chinese solution of global governance. "One Belt And One Road" means safeguarding the diversified, independent, balanced and sustainable development of the open world economic system. It is our important mission to deepen regional cooperation, strengthen exchanges and mutual learning among civilizations, safeguard world peace and stability, and promote the development of the international economic governance system in a fair, just and rational direction. The "Belt and Road Initiative" has created a new model of international cooperation in the context of globalization. What "the Belt and Road Initiative" aims to build is a new type of cooperative relationship between China and the other countries along the belt and the road. This new type of relationship is to pursue mutual development and win-win cooperation on the basis of "extensive consultation, joint contribution and shared benefits". Through these practical innovations, China has integrated its own development into the development of the region and the world, promoted the mutual development of China and the other countries which have joined in the initiative, alleviated and avoided the contradictions and dilemmas encountered in the process of globalization, and laid a solid foundation for the effective promotion of globalization in the future.

Secondly, with the establishment of the AIIB and the BRICS Development Bank or New Development Bank, China is committed to improving the infrastructure construction of Asian countries, promoting effective multilateral cooperation among Asian economies, and maintaining the stable development of the financial mechanisms of emerging markets. The AIIB and the BRICS Development Bank are conducive for emerging countries to play their role in the world economy and global financial governance. At the same time, the establishment of the AIIB puts the reform of the existing international financial system on the agenda.

Finally, China is promoting a new pattern of globalization-the globalization of digital economy. The digital economy is based on the rapid development of 5G in China, and in 3-5 years, 5G will achieve greater coverage in China. By then, the digital economy driven by 5G will be better integrated with the Chinese economy, which will help to build a new pattern of globalization. In the new round of globalization, China will get more opportunities in the international market. The globalization of the digital economy is a new form of globalization that transcends the traditional economy and physical time and space and crosses regions, borders, religions and ideologies. It is a trend that no one can resist.

4. CONCLUSION

In a word, globalization is a historical trend, any country's behavior of deglobalization cannot hold it back. However, globalization has never been a pure natural development process, and it needs the active promotion of all countries in the world. The deglobalization policies of the United States and other developed countries collide with the measures taken by China to conform to the trend of globalization, although such deglobalization policies will
affect the world economy in the short term, but they can't hold back the process of globalization, and the old international economic order dominated by developed countries will be gradually disintegrated and reconstructed in the current tide of deglobalization. The globalization promoted by China is a new type of globalization that integrates individual development into the overall development of the world and seeks mutual development of the world. Although China still lacks experience in global governance, China's plans will provide the world with more Chinese wisdom in the establishment of a new international economic order in the future.

REFERENCE
Research on the Application of College English for Specific Purposes based on OBE

Qiuling Yang
College of Foreign Languages, Pingdingshan University, Pingdingshan 467000, Henan, China

Abstract: ESP (English for Specific Purposes) education in colleges and universities is an application-oriented subject that focuses on the practical application of English, which is of great value in improving college students' English application ability. Based on the OBE concept, this paper analyzes three aspects of ESP teaching planning in colleges and universities, puts forward three measures to formulate learning outcomes, construct curriculum system and improve teaching strategies, and accordingly designs four processes of ESP teaching in colleges and universities in detail, so as to provide some reference for the follow-up research.

Keywords: OBE concept; University; ESP (English for Specific Purposes)

1. INTRODUCTION
With the continuous advancement of globalization, international economic, cultural, scientific and technological exchanges are becoming more and more frequent, and the demand for high-quality and compound English talents is also growing. As a subject focusing on the practical application of English, ESP is an important subject to adapt to the development of national modernization. Therefore, under the guidance of scientific teaching concept, colleges and universities should strengthen the teaching of English for specific purposes, cultivate students' practical application ability of English, and provide professional English talents for China.

2. OVERVIEW OF OBE CONCEPT
OBE concept refers to the education mode based on learning output, which is a kind of achievement oriented education concept. OBE concept was first proposed by American scholar Spady W.D. in 1981, and was widely used in the basic education reform in the United States and Australia in the early 1990s. Over the past few decades, OBE concept has been imported into many countries and has been applied in practical education. At present, it has become the mainstream education concept in many countries. The essence of OBE concept is also "student-centered", which is consistent with modern education in China. Therefore, some universities and experimental schools in China have gradually begun to apply OBE concept to explore its connection with education in China. The implementation principles of OBE are as follows: first, clear focus and clear educational objectives are the most basic principles for the implementation of OBE, which requires teachers to make clear the development achievements of students and urge them to achieve the expected results. The second is to expand opportunities, that is, to let more students get more learning opportunities in a certain time and space. The third is to improve expectations, which means to use a variety of teaching strategies to help students improve learning expectations. [1] In addition, OBE concept has three significant characteristics: first, it is student-centered, and the whole teaching process takes students' progress and development as the core element; second, it is student-oriented, and teaching activities are based on students' achievements; third, it focuses on continuous improvement, that is, the teaching content and process are constantly improved to adapt to the new actual situation There is a virtuous circle.

3. ESP TEACHING IN COLLEGES AND UNIVERSITIES BASED ON OBE
3.1 Clear focus and formulate learning outcomes
From the perspective of OBE, in order to effectively apply esp in colleges and universities, the first thing to do is to make clear the focus and formulate learning outcomes. Under this policy, the main body of colleges and universities carrying out ESP needs to deeply study the relevant national guidelines, and formulate a learning goal that takes into account the students' actual English level and English application environment in combination with the school situation. [2] The leaders in charge of ESP education in colleges and universities should gather English teachers to form an ESP teaching and research group to discuss the ESP teaching objectives and expected learning outcomes of the school, the major and the grade. Under the guidance of OBE concept, the teaching objectives of ESP in colleges and universities can be defined as: Based on the domestic English application environment and radiating to the world, cultivating compound English talents with outstanding ability in oral English, listening and reading, and competent for relevant work in international political, economic and cultural exchanges are necessary. After the expected learning outcomes are formulated, the subsequent ESP teaching content should be planned and designed based on the outcomes.

3.2 Expanding opportunities and constructing curriculum system
OBE concept points out that every student should have enough opportunities to contact the corresponding teaching content. If ESP teaching in colleges and universities based on OBE idea wants to play a good educational value, it is necessary to abide by the principle of expanding learning opportunities in OBE idea and construct a reasonable system for the professional courses. The first is the arrangement of course scale. Colleges and universities can set up independent ESP courses. Both English majors and non English majors can choose courses. At the same time, the number of classes can be set reasonably according to the number of students who
choose courses. In addition, we also need to pay attention to the arrangement of course time. Colleges and universities need to reasonably arrange the class hours and the total semester hours according to the actual situation of the school, so as to ensure that the classroom teaching time is sufficient. Finally, colleges and universities also need to reasonably design the stages of ESP course, so that the internal system of the course has the characteristics of rising. For example, the content of ESP course in freshman is relatively simple, and it will be more professional in junior and senior year.

3.3 Improving expectation and perfect teaching strategy
OBE concept points out that we should adopt reasonable teaching strategies in teaching, so as to enhance students' expectations of learning outcomes, and then promote them to achieve learning objectives and harvest learning outcomes. Under this requirement, in the process of ESP teaching, teachers need to get rid of "carriage" teaching and emphasize personalized teaching; get rid of indoctrination teaching and emphasize research-oriented teaching, and continuously improve students' expectations of ESP learning in effective teaching strategies. [3] When teaching English for specific purposes, teachers should first recognize the students' dominant position in the classroom and always refer to the actual situation of students. Secondly, in teaching, we should correct students' attitude towards ESP learning, and encourage students to overcome their anxiety about ESP learning through interaction between teachers and students. Finally, teachers need to further study the specific teaching strategies suitable for the school, the major and the class.

Under the concept of OBE, the strategies that can be applied to ESP teaching include production teaching strategy, project-based teaching strategy, dynamic generation teaching strategy, information feedback teaching strategy and autonomous mutual learning strategy.

4. ANALYSIS OF ESP TEACHING DESIGN IN COLLEGES AND UNIVERSITIES BASED ON OBE
Under the guidance of OBE concept, ESP teaching in colleges and universities is designed into four stages: memory, understanding, application and analysis. These four stages are not only the four processes of college Students' cognition of ESP, but also the four links of achieving teaching objectives and learning outcomes.

4.1 Memory stage
The memory stage is the first step for college students to recognize the teaching content of ESP. In this stage, college students need to copy and obtain the teaching content. Under the requirements of OBE concept, college English teachers at this stage can set the teaching goal of ESP as mastering some basic contents such as phonetic symbols and specific words, and pay more attention to students' accumulation of basic knowledge of ESP in the arrangement of teaching contents. In addition, English teachers can also use various forms of teaching strategies to promote students' memory of basic knowledge. For example, when learning English in the field of economics, teachers can choose some typical vocabulary for students to learn, and let students group for speaking bee competition, word shorthand PK and other memory competitions, so as to strengthen students' memory of basic knowledge of ESP.

4.2 Understanding stage
The understanding stage refers to that after receiving the ESP teaching content, college students can carry out independent understanding and self interpretation, and transform the received knowledge into their own knowledge. There are a lot of English text materials in ESP teaching. It is not satisfactory for college students to deeply understand and transform them into their own knowledge. Under the requirements of OBE, college English teachers need to lead students to go deep into the teaching content. For example, the English teacher can first send the English text material to the students, let the students read it first and summarize the content of the material roughly, and let the students record the problems they encounter at the same time. [4] Then the English teacher will lead the students to study deeply, fully grasp the contents of the materials, and answer the questions raised by the students. In this way, students can have a deeper understanding of ESP teaching content.

4.3 Application stage
Application stage is the key link of ESP teaching in colleges and universities, and also the test link of ESP teaching effect. In this stage, English teachers need to guide college students to apply what they have learned, and obtain new knowledge through the cross application of different knowledge. [5] For example, English teachers can create the application environment of ESP, such as economic communication between multinational enterprises, and let college students act as staff members of foreign enterprises and communicate in English. Under the concept of OBE, teachers need to pay attention to the participation of application activities, so that every student can participate in relevant application activities.

4.4 Analysis stage
The analysis stage is the summary and reflection stage of ESP teaching in colleges and universities. It is mainly for students to make a summary review of the whole teaching process to pave the way for the next teaching activity. College English teachers can let students summarize and analyze the teaching content of ESP this month or this semester, and make clear their own shortcomings. In addition, teachers themselves need to reflect, improve ESP teaching ideas and teaching strategies in reflection, to meet the requirements of continuous improvement of OBE concept.

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Research on the Type, Effect Evaluation and Optimization of Doctoral Students' Group Meeting-- Based on the Theory of Education Compound Ecology

Wenjuan Yu
School of Public Policy and Administration, Northwestern Polytechnical University, Xi'an, Shaanxi, China

ABSTRACT: To optimize the training methods of doctoral students, this study explores the types, effects and optimization of doctoral students' group meetings based on the theory of Education Compound Ecology and the Efficient Team Characteristics. It uses the Kirkpatrick Model, questionnaire survey and interview method. It is found that the discussion-type group meeting is inferior to the learning-type and the reporting-type group meeting in the response aspect, and does not achieve the expected effect in the result aspect. The purpose of the discussion-type group meeting is to master the established facts and let the graduate students remember the knowledge, rather than innovation. The behavior aspect of group meeting has a significant positive influence on the reaction and the learning aspect that is, the evaluation of the doctoral students on the reaction and the learning aspect of the group meeting is positively influenced by the behavior aspect. There are some problems in the physical environment and social environment of the doctoral students' group meeting, and some countermeasures are put forward from three aspects of the physical environment, social environment and normative environment.

Key words: Doctoral students' group meeting; Type, Assessment; Optimization

1.INTRODUCTION
Group meeting, as a platform for discussion, communication, reporting and problem solving, is an important learning method in the training process of doctoral students. Through the processing of the questionnaire on "Academic Environment Factors of Doctoral Students' Study", it was founded that supervisors have high recognition of the role of the group meeting in the process of doctoral students' research training. Through the observation of the doctoral students around, it was founded that the situation of the doctoral students' group meetings is different. Some doctor students' group meeting are frequent, some are seldom. Also, the attitude and evaluation of the doctoral students to the group meeting are also different. Some doctoral students think it is very necessary and take it seriously; some regard it as a burden and are tired of dealing with it. The actual situation of PhD students' group meeting, the classification, effect evaluation and optimization of group meetings will be investigated in this research.

2. RESEARCH QUESTIONS, RESEARCH SAMPLES AND RESEARCH METHODS
The doctoral student group meeting in this study is defined as a regular and periodic meeting in which doctoral students and supervisors, as the regular members, discuss and communicate with each other on specific topics or work contents. According to the content and form of the group meeting, the doctoral students' group meetings were divided into three types on this research: Learning-type group meeting, which refers to the group meeting for knowledge or skill mastery, including the study of scientific research tools, technologies, software, instruments, etc. Discussion-type group meeting, which refers to a group meeting where supervisors and students discuss and communicate with each other on a specific topic, including brainstorming, seminar, experience exchange and experimental program discussion, etc. Reporting-type group meeting, which refers to the group meeting carried out on certain content in the form of reporting, including experimental progress report, project progress report, paper progress report, literature report, work report, etc. Based on this classification, the effect of three types of doctoral students' group meetings is evaluated by using the Kirkpatrick evaluation model, and the existing problems, optimization of the group meeting are discussed.

2.1 Research Questions
The research questions of this research include two levels: 1. the effect evaluation of the three types of doctoral students' group meetings; 2. the optimization of the effect of the doctoral students' group meetings. Specifically, this research attempts to answer three basic questions: (1) What are the effects of the three types of doctoral students' group meetings? (2) What problems exist in the three types of doctoral students' group meetings? (3) How should the doctoral students' group meetings be optimized to achieve the maximum effect?

2.2 Research Samples
The doctoral students from three "Project 985" universities are chosen as the research object. Because the doctoral students in those universities are sufficient and their group meeting experiences are relatively rich for their training requirements are more strict. Subject, grade and number of doctoral students are fully considered during the sampling. In terms of disciplines, four special disciplines—military science, medicine,
agriculture and art were removed. In terms of grades, doctoral students in the second and fourth grades were selected to ensure that the selected research objects meet the two conditions of "being in school" and "having more experience in the group meeting", for the questionnaire and interview were required to answer the average situation based on their previous group meeting experiences

2.3 Research Methods

The questionnaire link on software "Questionnaire Star" was sent to the doctoral students. The questionnaire was carried out in the form of anonymous, and a total of 423 questionnaires were collected. The interview survey was conducted in two ways: face-to-face interview and telephone interview, and the interview was recorded with the consent of the interviewees. All the questions on the questionnaire and interview were asked to synthesize the average situation of the previous group meetings. A total of 65 doctoral students were interviewed.

The research tool of this research was SPSS20.0 statistical software. The responses of the three types of group meetings in the response aspect, learning aspect, behavior aspect and result aspect were compared horizontally and vertically.

3. EFFECT EVALUATION OF THREE TYPES OF DOCTORAL STUDENTS' GROUP MEETINGS

The questionnaire for doctoral students was designed based on the Kirkpatrick model with four aspects of the response, learning, behavior and outcome. The response aspect includes the satisfaction evaluation of the overall satisfaction, content, method and equipment of the group meeting. Each index is represented by the Likert scale, with 5 points for very satisfied, 4 points for relatively satisfied, 3 points for general, 2 points for relatively dissatisfied and 1 point for very dissatisfied. In the learning aspect, theoretical knowledge and operational ability were evaluated before and after the group meeting. The behavior aspect was evaluated by self-assessment of knowledge and principles before and after the group meeting. Results aspect are assessed by the final implementation of the indicators. 8 index of doctoral education quality put forward by the British and China higher education institution index[1], as well as the related literature of doctoral education quality index[2][3][4][5] are consulted in the design of evaluation indexes in the result aspect.

There are 23 interview questions for doctoral students, which are divided into three parts: physical environment part, social environment part and normative environment part. The eight characteristics of an effective team of Robbins are also marked after each question. Questions 1-2 are about the physical environment, questions 3-8 are about the social environment, questions 9-18 are about the normative environment. Questions 19-23 are designed to explore the second question of this research from the perspective of doctoral students.

3.1 Horizontal Comparison:

Four aspects - reaction aspect, learning aspect, behavior aspect and result aspect of the three types of group meeting were compared in the horizontally. In the reaction aspect, the overall evaluation satisfactions of the learning-type group meeting and the reporting-type group meeting are higher than that of the discussion-type group meeting. In terms of content satisfaction, the learning-type group meeting is the highest, followed by the reporting-type group meeting and the discussion-type group meeting. In terms of equipment satisfaction, the learning-type group meeting is the highest, followed by the reporting-type group meeting and the discussion-type group meeting. In terms of method satisfaction, the reporting-type group meeting is the highest, followed by the learning-type group meeting and the discussion-type group meeting. In terms of achievement, the discussion-type group meeting and the reporting-type group meeting are the highest, followed by the learning-type group meeting, but the difference was not significant. Therefore, the discussion-type group meeting needs to be improved in terms of the discussion content, equipment and methods of the reaction aspect.

In the learning aspect, it was founded that doctoral students' mastery and operation of the contents of the three types of group meetings have been improved after the group meetings, which indicates that the three types of group meetings have certain effects.

In the behavior aspect, it was founded that the knowledge and skills mastered in the learning-type group meeting are often used, followed by the discussion-type group meeting, and finally the reporting-type group meeting. Some interviewees also said that they could not apply what they learned in the three types of group meetings. Through interviews, it was founded that there was little to learn in the group meeting, or the group meeting was mainly reporting and discussing.

In the result aspect, it was expected that the theoretical level and practical application level will be improved the most in the learning-type group meeting. In the discussion-type group meeting, innovation ability, interpersonal communication ability and outlook on life will be significantly improved. The theoretical level and scientific research ability will be significantly improved in the reporting-type group meeting. The result shown that the theoretical level and practical application and scientific research ability were improved the most in the learning-type group meeting. In the discussion-type group meeting, the theoretical level, practical application ability and scientific research ability were improved the most, well, the innovation ability, interpersonal communication ability, outlook on life and other expectations of have not been achieved. The theoretical level and scientific research ability in the reporting-type group meeting were improved the most. In a conclusion, the exceptions of learning-type group meeting and reporting-type group meeting were achieved. The discussion-type group meeting fails to achieve its expectation.

3.2 Longitudinal Comparison:

The structural equation model was used for longitudinal comparison and analysis. In the three types of group meetings, the values of factor10's normalized path coefficients for other factors are all above 0.7, that is, the behavior aspect has a significant positive influence on the
reaction aspect and the learning aspect. The evaluation of the response aspect and the learning aspect of the group meeting was positively affected by the behavior aspect. The doctoral students will have a positive evaluation on other levels based on the ability to apply what they have learned after the group meeting to their future study and research.

3.3 Reliability Test
In this study, Cronbach α of SPSS20.0 was used as the reliability test. The results have shown that the Cronbach α is 0.987, which is greater than 0.9, indicating that the reliability quality of the research data is high. The CITC value of each analysis item is all greater than 0.4, indicating that there is a good correlation among the analysis items. The comprehensive results show that the reliability of the data is high and can be used for further analysis.

4. THE PROBLEMS EXIST IN THE THREE TYPES OF DOCTORAL STUDENTS' GROUP MEETINGS
Through interviews and surveys, it was found that the color, light, temperature, noise, seat and other aspects of the physical environment are not paid attention to in the doctoral students' group meetings. In terms of the social environment of the group meeting, the seating arrangement and the group meeting system are not considered. The supervisor's evaluation of students is mainly based on experience, which is highly subjective and arbitrary. The lack of self-evaluation, mutual evaluation and formative evaluation of doctoral students makes it difficult to guarantee the evaluation quality. The discussion-type group meeting is inferior to the other two groups in the reaction aspect and fails to achieve the expected effect in the result aspect. Based on the answers of doctoral students in the response aspect and the interview survey, it can be concluded that there are problems in the discussion-type group meeting. The implementation of the discussion-type group meeting is still centered on the established facts, to remember and master knowledge, rather than innovation and free discussion.

5. THE OPTIMIZATION OF DOCTORAL STUDENTS' GROUP MEETINGS
In view of the problems existing in the three types of doctoral student meetings, this research explores the optimization of three group meetings from the physical environment, social environment and normative environment aspect.

5.1 Physical Environment
Color -- Cold colors with low brightness should be used on the walls, tables and chairs of the meeting place; Moderate light -- Moderate brightness should be provided, and too weak or too strong light should be avoided. Different group meetings need different lighting conditions for their activities. For example, the light should be stronger when reading, and softer when discussing. Appropriate temperature - Many studies have shown that the most suitable classroom temperature for intellectual activities is between 20°C and 25°C; Noise -- Quiet, no noise interference. The reporting-type group meeting and the learning-type group meeting have lower noise tolerance than the discussion-type group meeting. Comfortable seats, clean and tidy environment should be maintained.

5.2 Social Environment
Seating arrangement - Seating arrangement is not only closely related to the overall layout of the meeting but also as an important factor of the meeting environment, has a unique impact on doctoral students' attitude, behavior, study and group communication activities. Trapezoidal seat, shaped row seat arrangement should be used in the learning-type group meeting, which is easy to orientate activities and information display; Circular seating format shall be used in the discussion-type group meeting, which makes the communication between the members more balanced; Horseshoe-shaped seating arrangement for reporting-type group meetings, which is not only convenient for information display but also convenient for communication and discussion. The size of the conference room can be arranged as much as possible according to the actual situation of each group meeting. However, the position of the supervisor should be paid attention to. Studies have shown that in a classroom with a determinant seating arrangement, the degree of students' participation in activities is related to the position of the teacher in the classroom. From the first line in front of the teacher to 2/3 of the classroom, there is a triangle area of students who actively participate in classroom activities[6]. Therefore, the distance between the supervisor and the doctoral students in the group meeting should be kept within the "triangle". If the distance between the supervisors and the doctoral students are too close, the doctoral students will feel nervous, if too far away, the doctoral students will have a sense of alienation. In terms of the number of students, the meta-analysis by Glass shows that the larger the class size, the lower the emotional index of college students, and the emotional gain source of students in a class of 30 students is smaller than that of students in a class of fewer than 10 students[7]. So, the number of group meeting members shall no more than 30. Group meeting equipment can be used flexibly according to the type of meeting. The duration of the group meeting should not exceed half a day. Supervisors should play as strong leaders, which is conducive to the standard management of group meetings. At the same time, the self-evaluation, mutual evaluation and formative evaluation of the doctoral students shall be used in the evaluation of group members.

5.3 Regulating Environmental Aspects
The atmosphere of the meeting place - learning-type group meeting should be quiet, discussion-type group meeting should be warm and active, reporting-type group meeting shall be associated with activity and inertia. Attendees - Supervisors and doctoral students should have the right attitude and pay attention to group meetings. Group members should keep a harmonious relationship, a sense of identity to the team, good division of labor, master the necessary communication skills. At the same time, knowing the main content of the group meeting before the meeting is beneficial to the smooth progress of the group meeting.

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In terms of the problems existing in the discussion-type group meeting, in addition to the above three environmental aspects, it is also necessary for the supervisors to adjust the content and form of the discussion-type group meeting, with free discussion and innovation as the starting point and the ultimate goal, rather than to master the existing knowledge and skills as the ultimate goal.

6. SUMMARY
To study how to carry out the group meeting of doctoral students efficiently and improve the quality of doctoral students' training, this research studied the type, effect evaluation and optimization of the group meeting. It was found that there were problems with the content and way in the discussion-type group meeting. The evaluation of the response aspect and the learning aspect of the group meeting was positively affected by the behavior aspect. There are some problems in the physical environment and social environment of the doctoral students' group meetings, and the optimal path of the doctoral student group meeting is explored from three aspects, which provides theoretical guidance for the analysis and exploration of the doctoral students' group meetings in the future.

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Investigation and Research on the Knowledge, Belief and Behavior of Children in the Summer Swimming "Elementary Class" in Kunming City

Shichao Zhang1, Jia Dai1, Yuntao Ruan2, Tao Zeng2, Boyu Zhai1*
1School of Physical Education, Yunnan Normal University, Kunming, Yunnan 650500, China; 2Major Sports School, Panlong District, Kunming, Yunnan 650500, China
*Corresponding Author.

Abstract: Objective To understand the influence of the summer swimming "soaking class" in Kunming on children's knowledge, belief and behavior to prevent drowning, and to provide a theoretical basis for the intervention measures for children to prevent drowning and the development of a zero-based swimming teaching plan. Methods A convenient sampling method was used to select 23 swimming pools in the five major districts of Kunming, a total of 1874 children, to fill in the KSAP Scale for Primary School Water Safety. Results The differences in the dimensions of safety knowledge and safety skills for preventing drowning among boys before and after the test were statistically significant (P<0.01), but the differences in safety attitudes and high-risk behaviors against drowning were homogenous (P both>0.05); Differences in drowning safety knowledge, skills and attitudes were statistically significant (all P<0.05), and differences in high-risk behaviors in waters were homogenous (P>0.05); comparisons between men and women before and after tests showed that the differences in safety knowledge and high-risk behaviors were statistically significant (P=0.05). Conclusion The zero-basic summer swimming class for children in Kunming can increase the knowledge and skills of preventing drowning, but it does not improve the high-risk behavior of drowning. At the same time, the degree of knowledge of preventing drowning is lower than the standard value.

Keywords: Drowning prevention; Swimming training; Children; Swimming skills

1.INTRODUCTION
Drowning is the number one cause of death among children in our country [1]. According to the "China Disease Prevention and Control Information System" report, in Yunnan Province, in the 25 monitoring sites (10 cities and 15 rural areas) from 2014 to 2018, a total of 1,039 children died from drowning, including 449 in urban areas and 590 in rural areas [2]. It can be seen that the problem of child drowning is not only a rural problem, but the city also needs to pay special attention. Previous studies believe that the best way to solve child drowning is to let students learn to swim[3], but in my country, children's swimming training is based on the assessment standard and main content of a single stroke uninterrupted swimming 25 meters, whether it can really be improved. How about students' safety knowledge and skills in preventing drowning, changing their attitude towards safety in preventing drowning and reducing high-risk behaviors of drowning? Based on this, in order to understand the situation of summer swimming training students to prevent drowning, the research team conducted a survey and analysis of swimming training institutions in Kunming from July to August 2019 and August 2020, with a view to preventing drowning and formulating swimming for children Teaching plan provides theoretical basis.

2.METHOD
2.1 Subjective
The survey adopted a convenient sampling method to sample 23 swimming pools in Panlong District, Wuhua District, Xishan District, Guandu District, and Chenggong District in Kunming City. For the first time, 2770 questionnaires were issued and 2250 valid questionnaires were collected, with an effective rate of 81.2%; 2250 questionnaires were issued for the second time, and 1874 valid questionnaires were recovered, with an effective rate of 74.4%.

2.2 Questionnaire
The "KSAP Scale for Water Safety for Primary School Students" [4] was selected, which was constructed by Xia Wen on the basis of the KAP of Health Education and adding safety skills to prevent drowning. This scale is divided into four dimensions: knowledge of anti-drowning safety, safety skills of anti-drowning, safety attitude against drowning, and high-risk behaviors of drowning. The answer to the questionnaire uses a Likert 5-point scale. Among them, the safety knowledge, skills and high-risk behaviors of anti-drowning are positive scores. The higher the scores of knowledge and skills, the better the mastery. The higher the scores of high-risk behaviors, the more likely to be the risk of drowning. The safety attitudes to prevent drowning are scored using reverse scores. The higher, the worse the attitude. This scale has been widely used by domestic scholars [5-7]. The 4 subscales are all mature scales with high reliability and validity. The Cronbach's reliability coefficients of the total scale and each subscale are 0.934, respectively:0.943,
prevention

Table 2 Comparison of differences between male and female pre- and post-tests of knowledge about drowning prevention

<table>
<thead>
<tr>
<th>Gender</th>
<th>Testing Time</th>
<th>Safety Knowledge Mean</th>
<th>Safety Skills Mean</th>
<th>Safe Attitude Mean</th>
<th>High-Risk Behavior Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Pre-test</td>
<td>2.02±1.33</td>
<td>1.65±0.88</td>
<td>3.37±1.28</td>
<td>3.43±1.40</td>
</tr>
<tr>
<td></td>
<td>Post-test</td>
<td>2.59±0.62**</td>
<td>3.10±0.60**</td>
<td>3.37±0.82</td>
<td>3.44±1.18</td>
</tr>
<tr>
<td>Female</td>
<td>Pre-test</td>
<td>2.17±1.47</td>
<td>1.71±0.91</td>
<td>3.35±1.30</td>
<td>3.11±1.46</td>
</tr>
<tr>
<td></td>
<td>Post-test</td>
<td>2.75±0.65**</td>
<td>3.11±0.78**</td>
<td>3.28±0.87*</td>
<td>3.18±1.18</td>
</tr>
</tbody>
</table>

PS:*P<0.05, **P<0.01.

3.3 Comparison of gender differences

The results in Table 2 show that in the pre-test, the differences between men and women in the dimensions of anti-drowning safety knowledge and high-risk behaviors was statistically significant (P<0.05), while the differences in the dimensions of anti-drowning safety skills and safety attitudes were not statistically significant (P=0.05) in the post-test, the differences between men and women in the dimensions of anti-drowning safety knowledge, safety attitudes and high-risk behaviors were statistically significant (P<0.05), while the differences in the dimensions of safety attitudes between men and women were not statistically significant (P>0.05). It shows that girls have better knowledge of anti-drowning safety before and after testing than boys, and their high-risk behaviors are lower than boys.

A total of 1874 questionnaires were collected for the summer "water bathing class" mastering the knowledge and behavior of preventing drowning.

4. Discussion

4.1 Reasons for insignificant high-risk behaviors

The results of this study show that summer swimming "soaking classes" can improve children's knowledge and skills in preventing drowning, but there is no significant difference between before and after the high-risk behavior dimension. Frequent incidents of student drowning occur frequently. The main reason is that the students can't swim, but that the students go to swim where they should not be. The students lack awareness of safety risk prevention. The reason should be related to the coach's teaching method. During the observation of the coach's teaching method in this research group, I found that coaches often use language such as: "Don't be afraid of it", "You can swim by yourself", "You learn it, and you will swim by yourself", although to a certain extent It helps students overcome their fear of water, improves their courage, makes them more daring to make movements in the water, and learns to swim faster. However, this kind of motivational language will affect the students' safety attitudes to prevent drowning, and further increase the risk of students' high-risk behaviors. This also confirms why foreign scholars believe that the higher the swimming ability, the more likely to drown [12]. In addition, preventive medicine or the Centers for Disease Control and Prevention recommends strengthening parental
supervision to reduce student drowning incidents, and swimming coaches encourage children to swim by themselves to increase the risk of drowning.

4.2 Although the safety knowledge has been improved, it is still not up to standard

Xia Wen believes that safety knowledge and skills (M>3), safety attitudes and high-risk behaviors (M<3) are normal values [8]. In this survey, except for the safety skills that meet the requirements, the other dimensions are all below the requirements. The reason is that, on the one hand, because the students' mastery is too low, only simple teaching will be greatly improved; on the other hand, the only assessment standard for the summer "soaking class" is the uninterrupted 25-meter single stroke. There is no other assessment content for swimming, and the teaching plan drawn up by the coaches will only be formulated around this assessment standard, lacking in the education of safety knowledge, safety attitudes, and high-risk behaviors against drowning. While swimming training abroad in Japan, New Zealand, and Australia has gradually developed from swimming skills to a mixed model of anti-drowning knowledge and skills [13-14], and the teaching concept has gradually developed from "learning swimming skills to save and prevent drowning" to "safety knowledge against drowning" Both safety skills and anti-drowning safety skills need to be taught at the same time[15-16], and the assessment indicators have also changed from a single stroke uninterrupted swimming to a safe drill, dress swimming plus uninterrupted swimming[17]. Overseas swimming training experience and assessment indicators worth learning.

4.3 Reasons for gender differences

According to statistics from the World Health Organization, the probability of drowning in men is twice that of women [18]. The survey results show that women are better than men before and after drowning safety knowledge and high-risk behaviors. There are two reasons: ① Men's physical fitness and naturally active personality are better than women[19], which makes it easier for men to overestimate their swimming skills and underestimate the risk of drowning, and then make many high-risk swimming behaviors; ② Girls mature earlier than boys in childhood and take classes more seriously [20]. In the process of swimming teaching, it is obvious that girls can pay more attention in class and listen more to the teacher, so they have a higher degree of safety knowledge; while boys are more focused on a new thing, but not being good at doing the same actions repeatedly can easily be influenced by their peers. All of these make girls better than boys in terms of safety knowledge.

To sum up, although the summer swimming "soaking class" can improve students' knowledge and skills of preventing drowning, it still does not reach the standard level, and it does not help to reduce the high risk of drowning behavior of students. The swimming teaching methods in this area are worth pondering. Therefore, the assessment indicators should be increased in the future, from a single stroke of 25 meters without interruption to a multi-dimensional assessment standard for safety knowledge of drowning prevention, self-rescue from drowning, rescue safety drills, and 25 meters of uninterrupted swimming; strengthen the teaching content, The teaching model of swimming as the main and drowning prevention supplemented by the development of swimming skills is only part of the prevention of drowning. The children's swimming "soaking class" is raised to a compulsory course for life safety education; the length of swimming teaching is extended and the previous 15 lessons are compressed When it comes to training classes of 12, 10, and 8 lessons, it will be put back to 15 lessons, or even 20 lessons.

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The Construction of Effective English Classroom in Higher Vocational Colleges under the Internet Environment

Yumei Zou
Zhalantun Vocational College, Zhalantun 162650, Inner Mongolia, China

Abstract: The arrival of the Internet era provides great convenience for people's life, but also changes the traditional education mode. The traditional teaching classroom is changing under the stimulation of information technology. According to the current teaching mode, multimedia teaching is far from being able to adapt to the development of modern mobile Internet, and it needs to be reformed to improve the quality of teaching. This paper analyzes the current situation of English teaching in higher vocational colleges under the Internet environment and the advantages of "Internet plus" teaching, and puts forward corresponding solutions.

Key words: Internet mode; Higher vocational English; Teaching methods

1. INTRODUCTION
With the continuous development of society and the increasingly close relationship between China and foreign countries, people pay more attention to English, and the advent of the Internet provides a new opportunity for the development of higher vocational English. The application of network and intelligent technology makes the boring classroom present a new features, so that students are no longer limited to textbook knowledge and teachers' oral expression, but students have more convenient conditions to understand the world with the advantage of the Internet. Higher vocational English education in the Internet environment can enhance the interaction between teachers and students, which is an innovation of the traditional teaching mode. Teachers also need to keep up with the pace of the times, and use new technology combined with teaching content to give students a better sense of learning experience, which is also the requirement of higher vocational English education in the new era.

2. THE CURRENT SITUATION OF HIGHER VOCATIONAL ENGLISH TEACHING UNDER THE INTERNET ENVIRONMENT
2.1 Current situation of students
In recent years, the admission threshold of higher vocational education has been reduced. Many students are graduates from ordinary high schools and vocational high schools, and the gap between students' basic knowledge is obvious. In addition, whether the students pass or fail the college entrance examination, there is a big gap in their learning attitude, learning ability and learning consciousness, and the basic level of English is also different. In addition, due to the influence of the Internet, students are interested in playing. The phenomenon of campus holding mobile phones is serious. Staying up late at night to play games leads to sleeping in class the next day, and attention can not be fully focused on the classroom. [1] In addition, high school students' self-control ability is poor, and there is a lot of entertainment information outside, and their parents are not around to restrict them. In order to seek stimulation and fun, students' life center almost revolves around mobile phones. Correspondingly, their desire to learn is greatly reduced.

2.2 Current situation of english classroom
English classroom teaching in higher vocational colleges can be roughly divided into three teaching modes, namely, traditional teaching mode, interactive communication mode and the combination of traditional teaching and interactive communication mode. The first is the traditional teaching type. Teachers teach students textbook knowledge rigidly without expansion, and students memorize knowledge by rote, which is the so-called cramming education. The second is interactive type. Teachers use modern teaching methods, using PPT to teach, to mobilize students' learning enthusiasm and participation. The third is the type that traditional teaching is combined with interactive communication. Although higher vocational English education has experienced many reforms, it is still superficial and has not really achieved the combination of Internet and English education mode, and the teaching method is only transformed from ordinary classroom education to network form.

3. ADVANTAGES OF THE ENGLISH CLASSROOM TEACHING MODE IN HIGHER VOCATIONAL COLLEGES UNDER THE INTERNET ENVIRONMENT
3.1 To extend classroom teaching
Generally speaking, classroom is the first place of teaching. Although the society advocates the practice of the second classroom to improve the physical and mental health of students, this mechanism is not recognized by the public, can not be implemented for a long time, and can not achieve the desired teaching effect. Generally, students learn in class, but seldom take the initiative to learn English after class. Teachers can only teach students knowledge in limited time in class. Most of the knowledge in books is theoretical knowledge, and students can only understand the theoretical concept, but not practice it. [2] But now, with the help of the Internet, students can learn more quickly and conveniently, and effectively extend the time of classroom learning. In addition, teachers can use network technology to convert book teaching materials
into three-dimensional materials, combine theory and practice, and effectively guide students to carry out learning work in class.

3.2 To promote students' personalized learning

Teachers recommend teaching materials to students, while students can use the after-school time to learn effectively, and the learning in the Internet environment is no longer limited by time and space. Compared with those students who are not focused in class and part-time in class, this can let them master the learning initiative, not passively accept. With the promotion of the "Internet plus" mode, the teaching platform can provide students with the necessary functions of supervision and evaluation. These functions can truthfully feedback the students' learning situation, and teachers can understand the length of online learning and learning status of students in this way. In this way, the proportion of students' learning process increases, and can effectively change the traditional lazy learning mode, and then adopt relatively stable methods to complete the learning tasks.

4. EFFECTIVE WAYS TO CONSTRUCT HIGHER VOCATIONAL ENGLISH CLASSROOM

4.1 To implement the hierarchical teaching mode

Due to the different English foundation of students, the corresponding needs are different, and the purpose of teaching is naturally different, so hierarchical teaching can be adopted. The following are specific cases that can be implemented: colleges and universities can be stratified according to students' English scores in the unified college entrance examination, and students who enter the school through independent enrollment can be unified by the school to produce papers, and then carry out unified examinations, and then divide classes according to their scores, while supporting the corresponding learning level of teaching materials. If students are divided into experimental class, key class and ordinary class, teachers can teach students in accordance with their aptitude, and they should have higher expectations for students in experimental class. Compared with the former, students in key class and ordinary class are relatively weak. Teachers can use emotional engagement method to talk with students more and discuss learning difficulties. At the same time, these students will not have the idea that they are inferior to others, and the feeling of not being valued.

4.2 To rectificate teaching materials and construction of teaching staff

"Cultivating students' language application ability" is the teaching goal of English course, and higher vocational English course education is imperative to cultivate applied talents. At present, the teaching material level of higher vocational English is generally at the basic level, which does not involve professional English. In addition, basic English is a general teaching material which includes listening, speaking, reading and writing, and lacks professional and specific special training. Therefore, in the hierarchical education of students, it is necessary to match the corresponding level of teaching materials, and at the same time, it is necessary to rectify the content of teaching materials. The traditional teaching materials are divided into communication course, article writing course and special reading training. The teaching of the three courses should follow the step-by-step process, so that students can really learn knowledge.

In terms of teacher power construction, teachers should pay attention to teaching students in accordance with their aptitude in different aspects because of their different level of students. This requires teachers to have professional knowledge of English, and to strengthen the training of "double quality" teachers, and to strengthen teacher training so that teachers can use Internet plus teaching mode.

4.3 To innovate teaching mode and change teaching concept

"Internet plus" is more common in modern teaching. In teaching methods, the following examples can be used: teachers and students can watch videos with high clicks on the content of teaching, and watch more videos. They are generally better in teaching content and production, and can meet students' needs. [4] In addition, the content of internet teaching resources is easily affected by personal preferences. Teachers should choose three correct videos for students to watch and guide students to have correct values. In addition, because the Internet course is not limited by time and space, it can enhance students' learning autonomy and improve learning efficiency to a certain extent.

4.4 To develop students' oral communication ability

Oral English communication ability is very important. With the deepening of communication between China and foreign countries, oral English learning is becoming more and more important. The use of the Internet provides a new way for oral communication. Taking the English fluency of common app as an example, it has the characteristics of artificial intelligence, which can make the learning efficiency more than three times higher than the traditional real person teaching mode. In addition, there are rich courses, including paying courses such as Luliishuo Reading APP, as well as free courses such as playing dubbing, real person practice, word PK, daily word, popular dubbing and daily listening. At the same time, the dialogue scenes are rich and practical, which can effectively improve students' oral expression and foreign exchange ability.[5]

5. CONCLUSION

In conclusion, the English classroom in higher vocational colleges should also change the traditional teaching mode with the help of Internet technology, so that education is more suitable for the development of the times. Teachers should also learn new knowledge constantly. As the saying goes "to teach people fish is better than to give people fish", teachers should teach students learning ability correctly and let students learn from their own initiative; At the same time, in the teaching process, we can not only teach the knowledge of books, but also innovate the teaching methods, and students can not only limit themselves to the memorizing methods in the past. We can also use the Internet and other existing conditions to strengthen their oral expression ability.
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Research On Leisure Sports Culture Industry Development In Guangxi Beibu Gulf Under The Internet Plus Background

Jun Chen
Beibu Gulf University, Qinzhou 535011, Guangxi, China

Abstract: With the deepening of regional economic integration, the integration of industrial regions has become an inevitable choice in the organization of industrial system. The development of leisure sports industry requires the construction of a wide range of industrial cooperation relations. The regional integration of leisure sports culture industry in Beibu Gulf Economic Zone is the key to ensure the sustainable and healthy development of the industry. Under the background of Internet plus, the leisure sports industry has developed to the direction of technological innovation and interconnection. It has advanced development concept, broad carrier for development power, and the advantage of Internet technology to realize industrial mode innovation and method innovation.

Keywords: Internet plus; Beibu Gulf, Guangxi; Leisure sports culture industry

1. INTRODUCTION
With the rapid development of modern science and technology, China's leisure sports culture industry is booming, which needs to adapt to the change of new technology. Since the 1990s, the development of China's sports industry began to focus on meeting individual needs, and gradually derived leisure sports culture industry. Leisure sports show the characteristics of the combination of sports and leisure. Leisure sports should have freedom as the premise. Leisure sports is bred in the market economy and produces leisure sports culture industry, which is the product of catering to the development of the times and can ensure sufficient activity time and point to people's spiritual world. Leisure sports industry has broad development space under the background of Internet plus. How to understand the current situation of the development of leisure sports culture industry in Beibu Gulf and how to fully bring into play the characteristics of high degree of Sports Industry Association and create a new ecosystem of Internet plus Beibu leisure sports industry development has become an urgent problem.

2. THE DEVELOPMENT STATUS OF BEIBU GULF LEISURE SPORTS CULTURE INDUSTRY
The State Council issued several opinions on speeding up the sports industry, proposing that the scale of sports industry will reach 5 trillion by 2025. The leisure sports and cultural industry in Beibu Gulf Economic Zone will usher in a new development opportunity, and the leisure sports and cultural industry will become a new economic growth point[1]. Guangxi Beibu Gulf Economic Zone's leisure sports and cultural industry undertakes the important task of building a moderately prosperous society in an all-round way. In recent years, the district government has printed and issued documents such as sports industry development planning. The development of Beibu Gulf leisure sports industry has formed a pattern of integrating sports tourism market and fitness entertainment sports market. In the new era, China's economy has entered a stage of rapid and stable development, and people have gradually entered a healthy society. Beibu Gulf Economic Zone People's sports awareness has been greatly improved, and the focus on healthy life has become the main theme of life. A variety of sports forms meet the sports needs of people of all ages. Middle aged groups such as fishing and adventure, cycling and other projects are very popular. Young people's outdoor quality development, extreme sports and square dance for the elderly are widely carried out. Huge consumer groups promote the development of sports industry and lay a market foundation for sports consumption. The rural residents in Beibu Gulf Economic Zone have a large population and a low level of physical fitness. The main reason is that the long-term farming economy in rural areas leads to the rural residents' habit of traditional lifestyle and weak sports awareness; Due to the scattered distribution of villages in rural areas, the demand for sports equipment is large, resulting in the lack of sports facilities. With the improvement of people's awareness of sports participation, the rural consumer market is gradually growing.

3. DEVELOPMENT TREND OF LEISURE SPORTS CULTURE INDUSTRY UNDER THE INTERNET PLUS BACKGROUND
In 2018, the government's work report proposed that the research and application of AI should be strengthened, and the Internet plus Internet plus would play an important role in promoting the upgrading and upgrading of the national economy [2]. In the current period of China's economic transition, leisure sports culture industry has become an important driving force for the development of national economy. The development trend of leisure sports culture industry in Beibu Gulf is diversified and cross-border integration and development are made under the background of Internet plus. The development of leisure sports culture industry on a certain economic basis is closely related to sports industry and leisure service industry. National Science from the macro planning of leisure sports culture industry, pay attention to the universality of the industry, give consideration to the particularity of leisure, with the
development of the times, promote leisure sports and construction and other fields to establish contact, give leisure sports industry broad development space, strengthen the orderly cooperation of social departments. The Internet plus age reflects the leverage of economic development and increases the openness of leisure sports culture industry. Under the background of Internet plus, leisure sports culture industry has stronger innovation power. With the deepening of the Internet era, the leisure sports culture industry promotes the coordinated development of leisure sports activities and resource integration of different industries through diversified network service platforms. Internet technology is vigorously promoted to improve the efficiency of leisure sports activities.

4. INTERNET PLUS ERA BEIBU GULF LEISURE SPORTS CULTURE INDUSTRY DEVELOPMENT COUNTERMEASURES

With the development of China's economy, the potential of leisure sports industry gradually revealed. Leisure sports is an important content to improve the quality of life, but the development of leisure sports has been confronted with the problems of disordered development and management, which restricts the overall coordination of the development of regional leisure sports industry. To develop the leisure sports industry in Beibu Bay, we should strengthen the sense of urgency, build a common economy and form a coordinated development pattern. Internet plus action is to make use of information technology platform to give full play to the advantages of Internet technology and promote industrial transformation and development. Internet plus era, the development of leisure sports culture industry in Beibu Gulf should innovate the development concept, innovate marketing service mode, accelerate the development of domestic demand, and increase the development of green sports industry.

Under the background of Internet plus, strategic layout can optimize the structure of leisure sports industry. The value chain of leisure sports culture industry includes infrastructure construction, and industrial design is the link of leisure sports industry serving the society. After the design is completed, it enters the basic processing link. The supply of product service is the main link in the market. The end link of the industrial value chain is the key to improve the product quality [3]. The application of information network technology should establish the strategic layout of macro value and ensure the value promotion of each link. The innovation of leisure sports culture industry development by Internet is conducive to enhancing the competitiveness of industry and ensuring a good external environment of industrial value chain. It is necessary to make clear the mainstream trend of future development, promote national culture is an important part of rejuvenating Chinese culture and create a scientific industrial operation mechanism. The upgrading and development of leisure sports culture industry needs to establish the awareness of high-quality service and pay attention to improving people's quality of life. It is necessary to innovate the mode, improve the ability of industrial service and enhance the people's individual value. We should promote the popularization of leisure sports culture industry and attract people to participate in leisure sports activities. We should increase the publicity of leisure sports among young people, explore the docking mode of leisure sports culture and industry, widely use Internet technology to promote the grafting of leisure sports industry, cross-border competition and cooperation, and constantly involve the Internet in the field of leisure sports industry, so as to promote service-oriented leading enterprises to occupy more market share. Leisure sports culture industry should vigorously promote the zero docking mode of the industry chain, use the network and market-oriented means, present the form of digital operation, and realize the reasonable layout of the elements of the industry chain.

5. CONCLUSION

The Internet plus action plan has provided a good opportunity for the development of leisure sports culture industry in Beibu Gulf. In the Internet plus era, the layout of the leisure sports culture industry development plan in Beibu Gulf can play a role in releasing the potential of sports consumption and promoting the structural reform of supply side. The development of leisure sports industry reflects the improvement of social living standards. The leisure sports culture industry improves the industrial service governance and reflects the prosperity of leisure sports culture through such measures as concept innovation, which shows that the leisure sports industry meets people's diversified needs.

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REFERENCE

Abstract: In recent years, the state and local governments have successively issued a number of policies to encourage and support college students' innovation and entrepreneurship. Many colleges and universities are also actively carrying out various kinds of innovation education. Innovation and entrepreneurship education has become one of the main ways for colleges and universities to strengthen quality education and promote students' employment. At present, colleges and universities need to further optimize the existing innovation education and teaching system, so as to further improve the effectiveness of innovation education and promote the quality of talent training in Colleges and universities.

Key words: Higher education; Innovative education and teaching system; Optimization; Construct

1. INTRODUCTION
In recent years, in order to make the talent training more in line with the development of the times and market needs, many colleges and universities have begun to respond to the call of the state on innovation education of college students, focus on strengthening the construction of innovation education system of college students, stimulate the enthusiasm of College Students' scientific and technological entrepreneurship and practical success, and cultivate college students to become entrepreneurs with strong innovation consciousness and the courage to explore the market [1]. At present, colleges and universities should actively face all students, combine professional education, integrate entrepreneurship education into the whole process of talent training, optimize the construction of entrepreneurship education teaching system, and effectively improve the quality of innovation education in Colleges and universities.

2. OVERVIEW OF INNOVATIVE EDUCATION IN HIGHER EDUCATION
Innovative education of higher education is oriented to all college students, guided by forwarding and updating educational concepts, and centered on improving students' sense of social responsibility, innovative consciousness and innovative ability. Its ultimate purpose is to cultivate students' creative thinking, innovative spirit and innovative ability, so that students can find problems and improve their ability in work while mastering their professional ability. To solve the problem, we should train the students to be creative senior compound talents. While carrying out innovative education, we need to focus on two aspects: first, innovative education is not only to select some excellent students to carry out innovative activities and achieve good results in some competitions, but also to face all students and carry out innovative education at different levels and objects according to students of different years. The second is to establish a relatively complete innovation education system, which includes three parts: innovation and entrepreneurship education, innovation and entrepreneurship activities and innovation and entrepreneurship practice, so as to truly cultivate students into new people with strong creativity.

3. THE PATH ANALYSIS OF THE OPTIMIZATION CONSTRUCTION OF THE TEACHING SYSTEM OF INNOVATIVE EDUCATION IN HIGHER EDUCATION
In order to develop high-quality innovation education for all college students, the first thing is to build a relatively complete teaching system of innovative education. This education system should be composed of three parts: innovation education, innovation activities and innovation practice. At the same time, it is necessary to establish and improve the relevant system and mechanism of innovation education to ensure the development of innovative education.

3.1 Carry out innovation theory education
Innovation education of college students is an effective supplement to professional education. Innovation education cannot be carried out independently from the professional learning of college students. It should be actively relying on the majors they study and vigorously promote innovation education based on professional education. Therefore, on the one hand, we should focus on combining innovation education with professional education, infiltrating innovative education into all aspects of professional education, and developing more targeted professional education around innovation education, so that innovation education can be closer to students' reality and students are more easily accepted, such as in the innovation education of University construction majors. Teachers can screen teaching content organically, combine theory and practice, let students learn professional knowledge, understand industry information, enhance innovation awareness and innovation ability. On the other hand, students should be allowed to practice professional knowledge in the process of innovation education, so that innovation education can be more in-depth and more conducive to professional personnel training. Colleges and universities should constantly enrich innovative education carriers, such as holding various activities, and through carrying out some activities related to the specialty of students, such as
industry design and product design, it not only practices professional knowledge, but also exercises students' innovative ability.

3.2 Organize innovation projects seriously
Innovation education should not only focus on theoretical education, but also embody its rich connotation in related activities [3]. Colleges and universities should regularly organize college students to participate in a variety of innovative activities to stimulate their innovative consciousness and ability. In addition to actively holding a variety of colorful activities, they can also cultivate their innovative consciousness and ability through the following activities: first, set up an innovation park for college students. Through the establishment of College Students' entrepreneurship Park, a number of innovative projects are determined to be incubated in a centralized way, so as to provide the carrier of innovative practice for college students. Second, we should regularly carry out various competitions to encourage college students to participate in various knowledge challenge cups and scientific and technological innovation competitions. Third, actively establish multi-directional and multi-channel contacts with all sectors of the society, actively strive for the support of the government, enterprises and all sectors of the society for the school's innovation education, and jointly build a "College Students' innovation and entrepreneurship base" with relevant units outside the school. In line with the principle of mutual benefit and win-win situation, invite relevant enterprises and other people to serve as college students' innovation education tutors to guide college students to carry out innovation education, This is also an important way to carry out innovative practice, focusing on the cultivation of College Students' innovative ability, while paying attention to the connection with the society, so as to better cultivate college students' innovative spirit and ability.

3.3 Improve the system and mechanism of innovation education
In order to ensure the solid and in-depth development of College Students' innovative education and teaching, colleges and universities must constantly improve the physical mechanism of innovative education, which mainly includes the relevant incentive mechanism, competition mechanism and guarantee mechanism. First, we should constantly improve the incentive mechanism of innovation education, guide college teachers and students to correctly deal with the relationship between innovation education and professional education, such as improving the Credit Incentive Mechanism of college students, formulating the "Credit Incentive Measures for college students' innovation education" and so on, so as to cultivate college students' innovation spirit and stimulate their enthusiasm to participate in innovation education. Second, we should constantly improve the competition mechanism of innovation education, regularly carry out a variety of colorful innovation competition activities, and encourage students to actively participate. Third, it is necessary to constantly improve the guarantee mechanism of innovation education, such as formulating relevant policies such as "opinions on Further Strengthening the implementation of innovation education", "assessment methods for college students' entrepreneurial team", strengthening organizational leadership, establishing innovation education leading group at the school and secondary college level, and taking charge of the integrated promotion of innovation education at the school and college level; We should strengthen the construction of the teaching staff of innovation education, take the way of combining training and employment, invite well-known successful entrepreneurs, industry experts and relevant government personnel to act as innovation consultants, and strive to build a team of tutors with rich innovation theory and strong innovation practice experience.

4. CONCLUSION
In short, the development of innovation education is a long-term plan for colleges and universities to actively adapt to the development of knowledge economy and to implement the fundamental task of establishing people with virtue. Colleges and universities should fully realize the significance of carrying out innovative education among college students, take effective measures to optimize the construction of innovative education teaching system, focus on training the innovative consciousness and innovation ability of college students, and continuously improve the overall quality of talent training.

REFERENCE
Exploration Of Practice Teaching Reform Oriented by Improving Engineering Practice Ability

Ka Gao*, Dongyue Liu, Guizhong Li, Jiachen Kang, Tianyu Ma, Junliang Zhao, Zan Zhang, Zhengzheng Lian, Xinteng Ma, Dejian Sun*,Yang Gao, Lei Fan
School of Materials Science and Engineering, Zhengzhou University of Aeronautics, Zhengzhou, Henan 450015, China
*Corresponding Author.

Abstract: With the continuous development of information technology, constantly updated engineering theory knowledge also plays an important role in the current development. The rapid development of economy and the progress of science and technology also put forward higher requirements for the development of higher engineering education. In order to better make higher engineering education adapt to the development of the times, so as to meet the needs of the society for engineering and technical talents, we also need to carry out innovative development, and constantly improve the students' own practical ability, so as to better promote the construction and development of China's economy. But there are also some problems in the current teaching, so teachers also need targeted measures to solve these problems, to ensure the cultivation of students' practical ability.

Key words: Engineering education; Practical ability; Training measures

1. INTRODUCTION
The development and change of China's economy and industrial form also puts forward new and higher requirements for the cultivation of engineering and scientific and technological talents. Science and technology and engineering and technical personnel are required to have broad basic knowledge, higher innovation ability and comprehensive practical ability. At the same time, the practice link is also the key for students to carry out their own innovation and improve their practical ability. It also needs to carry out systematic reform and improvement, in order to better enhance the development of students themselves.

2. SIGNIFICANCE OF PRACTICAL TEACHING IN MATERIAL ENGINEERING
In the teaching of material engineering specialty, teachers also need to clarify the teaching of students' own engineering practice, and put forward relevant new explanations according to the current development needs, so as to clarify the development direction of current engineering specialty. For today's talents in material engineering specialty, they not only need to have solid basic knowledge, but also need to have a solid foundation, The more important thing is to have the ability of engineering practice, so as to effectively promote the improvement of students' practical ability, to master the practice content independently, to better carry out their own innovative and systematic teaching methods, and to better promote the development of students themselves [1].

3. PROBLEMS IN PRACTICAL TEACHING OF MATERIAL ENGINEERING
For the current practical teaching of material engineering in Colleges and universities, there are still some problems and limitations in the teaching direction and design. At the same time, with the development of social industry and the rapid development of technology, for material engineering, it also needs to carry out relevant professional reform and adjustment according to the needs of modern construction, in order to better carry out new teaching [2]. However, many schools still use traditional teaching methods in teaching methods, which is not suitable for the current needs of teaching development. Not only that, for the current direction of development, the lack of a certain connection between the two sides in the development and engineering, to a certain extent, also affects the development of the subject direction and effective teaching implementation.

3.1 Unscientific design of practice content and lack of engineering background
In the process of training students, because of the deepening of traditional concepts, the school did not pay attention to the practical teaching. In the process of teaching, the school paid more attention to the teaching of relevant professional knowledge to students, but ignored the teaching of knowledge to students. We also need to better cultivate students' ability, so as to better let students master knowledge in practice and improve their learning. At the same time, many schools' own practice teaching is more for theoretical teaching, which also leads to the lack of certain innovation and practicality in the process of practice teaching, more just for the experimental demonstration of knowledge, it is difficult to explore relevant knowledge from practice. This kind of practice teaching can not effectively cultivate students' own innovation ability. Not only that, in the relevant practical teaching, it has not kept up with the development of the times, and in the dissemination of knowledge and teaching, it has nothing to do with the development and application of Materials Science [3].

3.2 The teaching method is backward and does not meet the requirements of practical development
Most of the experimental courses in the process of
teaching, are teacher led teaching, students watch the teacher's teaching explanation, in the experimental course is to carry out the relevant imitation, such a long time of practical learning, will make students lack the ability to design and analyze problems. Some modern teaching methods and advanced means have not been used and promoted in practice teaching. More shallow teaching is carried out. Students only master the process of certain practical experiment courses, and do not understand the connotation elements. Such traditional teaching methods can not cultivate students to master the relevant technical ability. This kind of teaching for a long time will also affect the development of students themselves, making their own thinking ability limited. It is difficult to innovate their own ability in the process of experiment, and it also gradually makes students lose the will of practical research and learning.

3.3 The construction of practice teaching support system is not perfect
There are some irrationalities in the construction and management of the practice teaching base, which leads to the lack of students' need to improve their innovation consciousness and engineering practice ability. Not only that, for many enterprises at present, they don't want students to carry out relevant practical research. Therefore, they still need schools to continuously carry out the construction of practical teaching to better help students carry out their practice. It also leads to the instability of cooperation between universities and practical teaching bases, which is not conducive to the development of students' own engineering environment. It reduces the innovative development of students' engineering practice.

3.4 The content of practice teaching is updated slowly, and there is a lack of systematicness between the contents
For most of the schools, in terms of teaching content, the teaching content of engineering is updated slowly, and does not keep up with the development needs of the times. In the learning of some textbook knowledge, many contents can not meet the learning needs of the students. Not only that, in the current practice teaching, teachers will still carry out more traditional experimental teaching, and do not update the experimental content, which also leads to the students have a certain understanding of the learning theory. But there is no real theoretical and practical engineering teaching for students, which leads to the students in the process of learning, it is difficult to integrate the knowledge, but also affects the students' own practice content. At the same time, in the process of teaching, for the current new technology and new methods, there is also a lack of corresponding theoretical guidance, and it is difficult for students to carry out the operation of relevant experiments, which is not conducive to students' learning and practice.

3.5 Teachers' engineering practice and practical teaching ability need to be improved
In view of the current school teachers, they also need to carry out high-level construction in order to better carry out practical teaching. This also requires that college teachers not only need to have a high degree, but also need professional practical ability to better carry out teaching. Therefore, the school also needs to carry out certain teaching training for the current teachers, Admonish those teachers who do not cooperate in teaching, so that they have their own subjective need for practical teaching consciousness, in order to better invest a lot of time and energy, and effectively improve their own practical teaching ability.

3.6 Engineering practice conditions can not meet the needs
For the current construction of some colleges and universities, there are obvious deficiencies in the construction of laboratory and practice base, it is difficult to provide students with the conditions to participate in subject competition and vocational training. Therefore, in order to better meet the engineering students' own learning, the school also needs to carry on the comprehensive engineering practice teaching promotion, in order to better carry on the later practice teaching.

4. REFORM AND PRACTICE OF PRACTICE TEACHING SYSTEM
4.1 Overall idea of reform
In view of these problems existing in the school, in the process of teaching, we also need to formulate relevant measures according to our own actual situation, so as to more effectively promote students' learning, better establish the status and importance of practical teaching in the whole talent training quality, and make the subordinate status of practical teaching have a certain change. In the process of training practical talents, we also need to pay attention to the cultivation of ability, re construct practical courses, constantly expand and improve the content of practical teaching, respect the system of subject knowledge and the characteristics of relevant professional courses, so as to better explore the internal connection between teaching and use innovative means, In order to better stimulate the enthusiasm of students' practical learning, effectively improve students' practical skills and innovation ability.

4.2 Methods and measures of reform
4.2.1 Optimize the content of practical teaching and improve the system structure of practical teaching
Teachers need to carry out relevant scientific and reasonable practical teaching structure according to the teaching objectives, the nature and characteristics of the curriculum, the logical relationship and the rules of knowledge structure. It mainly carries on the application-oriented talents, promotes the students' practical ability as the guidance, makes the relevant reasonable practical teaching structure, and creates the practice teaching framework system. Students will enter the study of professional courses after learning basic courses and professional basic courses. In the process of learning, with the enhancement of curriculum experiments, students will constantly enhance their understanding and mastery of professional theoretical knowledge. Meanwhile, in the process of learning according to the experimental content, teachers can also group the students, and carry out the study analysis and discussion of the whole class, and carry out the analysis and discussion of relevant contents under
the participation and guidance of teachers, and analyze and compare the theoretical knowledge and the actual situation in practice, and draw more feasible plans and conclusions. This teaching method not only stimulates the students’ enthusiasm and creativity in their own study, but also helps them to master certain knowledge and improve their ability to solve problems. Teachers also need to improve and standardize the teaching content of practice constantly according to the curriculum system and training plan, design the teaching outline of relevant practice, define the task objectives, specific contents and implementation methods, and implement them in accordance with the provisions [7].

4.2.2 Expand the practice content and cultivate by levels
In the process of practical teaching, because of the reasons of experimental equipment and venue, most of the course experiments are usually a group of most people. Such arrangement can not effectively stimulate the students’ independence in practical learning, and it is difficult for students to develop their own personalized. Therefore, in the face of this situation, school teachers in the process of teaching students, also need to carry out relevant layered teaching according to the actual situation of students themselves, in order to better the students’ individual development and learning needs. At the same time, according to the relevant teaching content and methods of the school, while carrying out the experimental projects, effectively expand the experimental projects and experimental contents, add some design, comprehensive and independent design experimental projects, so as to have targeted teaching for students' practical teaching and better stimulate the students' own needs for practice. Only by stimulating students' enthusiasm and creativity, can they manage the laboratory for a certain period of time. When the students need to enhance their professional skills training, they can complete the lab opening stage every week.

4.2.3 Curriculum design highlights practicality and cultivates professional comprehensive ability
Curriculum design is a link to cultivate students’ own professional skills and improve their own hands-on practice. In the process of relevant curriculum design, we can consolidate the relevant knowledge, help students better find problems and effectively solve problems, so as to better help students in the process of solving problems, combine knowledge theory and practice teaching content, and effectively improve students' own thinking ability and practical ability. In the process of curriculum content design, teachers also need to combine with practical teaching to help students better understand and solve problems. The teacher leads the students to carry out the research of related topics, carry out the investigation, data analysis, design the processing scheme, etc., so that the students can better feel the scientificity of the subject, and further realize the regularity and importance of theoretical practice in solving practical problems [9].

4.2.4 Innovative teaching methods
For the practical teaching in schools, it is also a bridge between theory and practice. Therefore, in the process of practical teaching, we need to first get rid of the traditional teaching methods. We must adjust the teaching scheme according to the characteristics of modern subject teaching methods, and change the relevant teaching methods according to the actual situation of students, Pay attention to the student-centered teaching concept. In the graduation practice of students, the traditional way of teaching practice is to guide the teachers to guide the students to carry out the relevant site collective visit, which can not really let the students practice, and can not solve the problem of students’ own practical learning. Therefore, in view of the current stage of practical teaching, in order to better improve the students’ own practical learning, we can let the students study the relevant practical content in the way of learning group, and for the students' own interests and hobbies, and make better use of the learning conditions of the college to improve the whole subject and better carry out their own practical links. Through this way, for students, it can also more effectively enhance their own learning enthusiasm and initiative, and better help students improve their practical ability. Because some students have received systematic and targeted training in the process of practical teaching, they have strong adaptability and innovation consciousness, They are also loved by employers. The students who perform well during the internship also directly stay in the internship units for employment after graduation.

4.2.5 Strengthen the construction of practice base and reform the professional practice mode
For colleges and universities, the most important is to train talents. In the process of talent training, it also needs the active participation of all walks of life, forming a certain school enterprise union, in order to better improve students' own ability. At present, colleges and universities and all specialties and social enterprises carry out the related practice teaching joint training and carry out the construction of relevant practice base. However, due to the cost, safety and the students' own situation, there is no effective application of the practice base. Therefore, in order to promote the students' own practical ability and strengthen the development of school enterprise union, we must constantly stimulate the students' enthusiasm in their own learning in practice teaching. In addition, in the process of training relevant talents, we need to make relevant policies, strengthen cooperation between students and enterprises constantly, and guide students to achieve greater results in practice base in hundreds of ways[10]. According to the content of practice and the number of majors, the school can effectively reform the existing practice mode, and adopt the practice management mode of batch classification, which can be carried out simultaneously in the campus base and the off campus base. In the early stage of students’ graduation, students are encouraged to complete their graduation practice in the contract signing unit or professional counterpart unit contacted by themselves under the condition of ensuring safety, so as to get familiar with the production management process of enterprises as soon as possible. The school also needs to develop a strict management system, and requires students and instructors to maintain
a certain contact, regular internship reports, and seriously write internship reports and implementation experience, in order to better ensure the quality of their internship. Through these various ways and means, let the students really contact the society, effectively integrate into the enterprise's own production and management work, constantly improve the students' own practical ability, and lay a solid foundation for future work.

4.2.6 Grasp the process management of selected projects and improve the graduation quality

For the students’ graduation thesis, it is also the last teaching link in the university stage, and also the summary of the comprehensive application of the learning professional knowledge and the test of personal income. Therefore, the students' Graduation topic also needs to choose the relevant content of their own specialty, and effectively put forward the practicality and application of their own learning. For the students' own research content, in fact, it is also a subject that teachers are studying. Teachers can customize the relevant topics according to their own interests and the direction they want to study. In addition, for those who have signed a contract with the employer and require students to carry out graduation practice and graduation design in the unit, they can do the related projects related to the production management of the enterprise in the enterprise, and also require the students to apply for the project and make the graduation design project. The students also need to report their graduation design to the instructor regularly, Finish graduation design according to the requirements of the school. Teachers also need to have a centralized time for guidance in the graduation design of students. If students have special circumstances, they also need to ask for leave from their own teachers[11].

For the students' defense, it is also the test of the working status and related achievements of the teachers' guidance of the students' graduation design. The teachers of the defense group comment on the students’ defense, and check the standardization and perfection of the students' graduation design materials. For the unqualified progressive secondary defense or delayed graduation. Through these strict requirements, the quality of students' graduation design thesis has been greatly improved, and students have effectively improved their thesis level and professional knowledge.

4.2.7 Carry out extracurricular practice activities to enrich the interactive communication mode

After the students formally enter the study, the school needs to give lectures on their own subject learning planning and professional construction and development, so that the students can have a preliminary understanding of the major and integrate into the professional learning as soon as possible. After entering the stage of professional courses learning, it is also necessary to invite the majors of enterprises to give lectures on relevant topics and publicize and introduce new technologies in the industry, which will better broaden the students' horizons and enhance their confidence in learning professional knowledge. Not only that, but also can organize students to carry out rich and colorful extracurricular practice activities, effectively enhance students' interest in learning, can also better cultivate students. Integrating scientific research into teaching and vigorously carrying out relevant scientific practice activities also effectively stimulate students' own creativity and practical ability. For example, actively organize students to participate in science and technology competitions, enhance students' interest and initiative in learning professional knowledge, but also better stimulate students' innovative thinking[12].

In addition, it can also give students the construction of relevant innovation laboratory, so that students can better enhance their professional ability in the process of extracurricular scientific research practice, and constantly accumulate and summarize their own knowledge and relevant experience in the process of students' knowledge learning and experimental operation with teachers. Students in this field for a long time of research and exploration, and other research areas of students, their innovative ability is stronger, the advantages of the formation of more obvious.

4.3 Establish and improve the guarantee system of practice teaching

4.3.1 Strengthen the construction of practice teaching team

For the current teaching in Colleges and universities, we also need to more comprehensively improve the comprehensive quality of teachers themselves, in order to effectively improve the comprehensive quality of students. At the same time, taking the enterprise experts in Colleges and universities as the guides of practice, because of the strong engineering ability of employing enterprise experts, the disadvantages of production practice teaching can be avoided by contacting the actual products on site. Actively encourage students' practice, and let teachers better improve their own ability, constantly improve their comprehensive quality through industry-university research cooperation, and better help students carry out practical teaching[13].

4.3.2 Strengthen the construction of practical teaching evaluation mechanism

For the assessment of students, it is mainly examination and evaluation. Through the reasonable evaluation mechanism, we can better carry out the reform of practice teaching. Through the beginning, students can reflect their own learning ability and the mastery of knowledge. Through practical operation, students can effectively improve the learning and training of experimental courses, and effectively stimulate the enthusiasm and initiative of students to participate in practical learning. For the graduation of students, not only from the thesis defense and thesis writing to determine the students' performance, but also need to carry out the relevant internship unit evaluation, lecturer evaluation, self-evaluation and other five parts of evaluation, more perfect training of students' practical ability.

5. CONCLUSION

For the practical teaching in Colleges and universities, it is more to cultivate students' own innovation ability and help students form practical thinking. At the same time, in the process of teaching, schools also need to pay attention
to the combination of theory and practice, in order to better carry out innovative teaching of practice for students. In addition, the school also needs to effectively use the school enterprise cooperation training mode, so that students can better show their practical ability. The school also needs to carry out targeted teaching innovation combined with the development of the market, so as to better make students become professional engineering and technical talents in line with the development of the times.

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[9] Li Fenghai, fan Hongli, Wu Lishun. Cultivation of engineering practice ability of students majoring in chemical engineering and technology under the background of new engineering [J]. Science and technology and innovation, 2021 (02): 141-142.
Abstract: The excellent traditional culture of the Chinese nation is an important source of the socialist core values, and the socialist core values is the core of the socialist core value system, and at the same time, it points out the way forward for the construction of socialism with Chinese characteristics. Therefore, we should vigorously develop the inheritance of excellent traditional culture, at the same time, we should combine the cultivation of other socialist core values, and implement them in all aspects of society, so that our citizens can develop the correct values orientation, so that China can further realize the Chinese dream of great rejuvenation.

Key words: Excellent traditional culture; Inheritance; The core values of Chinese socialism; Cultivation; Fit

1. INTRODUCTION
Since the 18th National Congress of the Communist Party of China, the state has begun to attach great importance to inheriting and carrying forward the excellent traditional culture of the Chinese nation. Because the country wants to realize the great rejuvenation of the Chinese dream, is inseparable from the economic take-off, social stability and harmony, as well as advanced ideology and culture system to ensure. The excellent traditional culture can make China occupy a place in the world's surging culture and have a stable and solid foundation. The excellent traditional culture is also the deepest spiritual needs of the Chinese nation and an important source of self-cultivation of socialist values. Therefore, it is necessary to continuously cultivate and fit the excellent traditional culture and social core values in order to enhance China's cultural soft power, social cohesion and comprehensive national strength, so as to realize the Chinese dream of great rejuvenation.

2. THE RELATIONSHIP BETWEEN SOCIALIST CORE VALUES AND EXCELLENT TRADITIONAL CULTURE
Values are the core of culture. In a specific period, values contain the common ideals and beliefs of the nation. The core of culture is to set and deepen the common ideals and values of a nation in a specific period, and it is the core of culture. Culture is the presentation of values, the core of culture is spiritual value, and spiritual value contains people's ideas and values. Therefore, it directly affects people's evaluation of things, and various psychological factors such as people's emotion, demand and motivation, and thus directly affects the formation and development of values. So the deep expression of culture is the value, and the construction and promotion of values cannot be separated from the formation and development of culture.

2.1 The socialist core values are the sublimation of excellent traditional culture
The development of economic globalization makes the world begin to show the trend of globalization, and thus make the world become a whole. This situation is both a challenge and an opportunity for China. Globalization has brought new vitality to the excellent traditional culture of the nation. In this case, the excellent traditional culture can be innovated and transformed constantly, so that it can become the world's excellent civilization achievement. The socialist core values are the sublimation and achievement of the traditional excellent culture. We should also strengthen the promotion of socialist core values when we constantly strengthen our own excellent culture. Because socialist values are the only way to enhance cultural confidence, which can further realize the Chinese dream of great rejuvenation in China based on theory, system and road confidence.

2.2 Excellent traditional culture is the cultural foundation of socialist core values
The excellent traditional culture of the Chinese nation is summed up through thousands of years of life and experience. It is the accumulation of spirit and culture rooted in the long history of the Chinese nation, and it is also the spiritual blood flowing in the nation. If the nation has no common value expectation and spiritual belonging, then the people of the nation will fall into spiritual vagrancy and be assimilated by other nations and become passers-by in the long history. The excellent traditional culture provides us with spiritual comfort to settle down, constantly bring warmth and comfort to the nation, so that the nation can establish a common value and spiritual belonging, and finally survive in the long history. The excellent traditional culture also provides a strong support for the socialist values. The socialist core values have been recognized by the majority of the people, which has become a universal social value, and then become the spiritual pursuit of this era. It has played the foundation of maintaining social order and realizing social harmony.

3. THE PATH OF THE CULTIVATION OF EXCELLENT TRADITIONAL CULTURE AND SOCIALIST CORE VALUES
3.1 Promoting traditional culture and promoting the life of socialist core values
To promote the traditional culture and promote the socialist values of life, we can develop the cultural resources with local characteristics. The excellent traditional culture in China has red revolutionary culture,
and our revolutionary base places have revolutionary and construction footprints from Jinggangshan to Yan'an, Ruijin and Beijing. There are excellent red culture in China. In these places, the exploitation and exploitation of red cultural resources can enhance the recognition and pride of the masses on excellent traditional culture, make people cherish the hard life, and thus form a good social atmosphere of patriotic dedication and moral and friendly. We can also sublimate festivals and enhance the national recognition of excellent traditional culture and core values. In traditional festivals, we can not only enjoy good atmosphere of food and family reunion, but also respect elders and filial piety to parents, thus creating a good atmosphere of being good with others, so as to vigorously promote the spirit of respecting the old and loving the young in the excellent traditional culture of our country, Thus, it can promote the living of excellent traditional culture.

3.2 Cultivate socialist core values with excellent traditional culture

As a positive channel for centralized cultivation of students' correct values and learning traditional excellent culture, colleges and universities should play an active role in educating people. In the teaching process, students should be the main body, and the traditional excellent culture and core values should be integrated into the learning education in all aspects, including in the ideological and political, cultural knowledge, art and sports, social practice education and other links, and throughout all kinds of education levels. To integrate the traditional excellent culture with the core values, we should start from three aspects: the students' family feelings, social care education and personality cultivation education. These three aspects are not only connected with the excellent traditional culture but also with the core values, which are the fit points of the core values of the excellent traditional culture. Therefore, we should start with national education, adhere to the combination of excellent culture and core values, and adapt to the current problems of the times, and unify the excellent traditional culture and core values in order to realize the great rejuvenation of the Chinese dream.

3.3 Opening up multi-channel communication of excellent traditional culture and socialist core values

In the current social environment, many people do not have a strong sense of identity to the excellent traditional culture and socialist core values. This is because the propaganda of the excellent traditional culture is not in place, resulting in less understanding of it. In addition, with the development of Internet technology and globalization, Western foreign culture impacts on the national value system. People do not develop certain media literacy, so they can not identify the harmful information on the Internet, leading to the alienation of values. Therefore, we should strengthen multi-channel communication of excellent traditional culture and values, give full play to the leading role of mass media and new media to edify the people, including cultural industry departments, television stations and cultural production companies, publicize socialist core values and carry forward excellent traditional culture through film and television works, variety shows and advertisements, and organize cultural innovation activities, Fully mobilize the enthusiasm of the broad masses of people to participate, so that people can receive the correct values and excellent culture from life, help people identify with the socialist core values and excellent traditional culture from the bottom of their hearts, so as to promote the harmonious development of society.

4. CONCLUSION

Excellent traditional culture is the crystallization of the wisdom of the Chinese nation. Inheriting excellent traditional culture can make China lay a firm foundation and firmly occupy a place under the agitation of world culture. The excellent traditional culture lays the cultural foundation for socialism, and the socialist core values are the sublimation of excellent culture. Only the construction of the socialist core value system can promote the harmonious development of society. The cultivation of excellent traditional culture and socialist core values can continuously enhance China's cultural soft power, vitality, cohesion and creativity, so as to continuously enhance China's comprehensive national strength, which plays a very important role in realizing the Chinese dream of great rejuvenation.

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A Practical Research on the Core Value of Socialism nourished by the Chinese Excellent Traditional Culture, SZYB705.

REFERENCE


Li Mao¹,²
¹Jiangsu Agri-animal Husbandry Vocational College, Taizhou, 225300, jiangsu, China; ²China University of Mining and Technology, Xuzhou, 221116, China

Abstract: This paper first briefly summarizes the concept of digital economy, analyzes the reasons and relations between the new and the new kinetic energy transformation of digital economy, and expounds the formation mechanism of new kinetic energy of digital economy. Then, the paper expounds the new characteristics of digital economy from the aspects of drastic change, rapid economic growth, obvious network effect and dandelion effect, and so on, so as to provide development ideas for the formation of new kinetic energy of digital economy. Finally, the paper expounds the formation strategies of using new characteristics of digital economy to promote the new kinetic energy of digital economy from the aspects of providing innovation and creating environment for the development of digital economy, supporting the innovation results of digital economy, improving the self-sustaining ability of digital economy, combining digital economy with traditional industries, and improving the influence of digital economy enterprises, etc., hoping to provide reference for the digital economic researchers.

Key words: Digital economy; New features; New kinetic energy; Formation mechanism

1. INTRODUCTION

After the emergence of computer, the development of information technology is accelerating, the Internet has gradually become an integral part of production and life, and the digital economy is an important product of the Internet era. Digital economy plays an important role in the growth of national economy. Digital economy can lead the development of technology, products, models and formats. However, digital economy is also constantly innovating in the process of development, and its characteristics and kinetic energy are also constantly changing.

2. NEW AND OLD MOMENTUM OF DIGITAL ECONOMY

2.1 Digital economy

As an economic concept, digital economy is an economic form in which human beings realize the rapid optimal allocation and regeneration of resources and high-quality economic development through the process of big data identification, selection, filtering, storage, use and guidance. Digital economy is a relatively broad concept. All economic forms that directly or indirectly use data to guide resources to play a role and promote the development of productivity can be included in its category. On the technical level, big data, cloud computing, Internet of things, blockchain, artificial intelligence, 5g communication and other emerging technologies are typical representatives; At the application level, "new retail", "new manufacturing" and other emerging applications are typical representatives.

2.2 Reasons for the transformation of new and old kinetic energy of digital economy

After China's economic growth rate has changed from high-speed growth to medium-high-speed and high-quality growth, it has entered the new normal. The direct reason is the international financial crisis, and the fundamental reason is the inevitable law in the process of economic development. In the process of development, any country first develops its economic volume, and then when the economic volume develops to a certain scale, the economic growth rate will inevitably decline. Finally, the economic development can only change to the speed of high-quality growth, otherwise, there will be major problems in the country's economic development. After the reform and opening up, it is the huge market demand and labor advantage that promote China's economic growth, but now these advantages are gradually weakening, the product saturation in the international market is serious, the oversupply leads to the complex and changeable international environment, and the decline of China's population fertility rate and aging seriously lead to the decline of population advantage, so the kinetic energy of digital economy has changed. At present, the new momentum of digital economy has changed from low price competition and demographic dividend to knowledge innovation and technological innovation. The state must actively adjust the industrial structure to complete the supply side structural reform.

2.3 Transformation relationship between new and old kinetic energy of digital economy

At present, digital economy plays an important role in the world economy. First of all, the growth rate of digital economy is far faster than that of other countries. Take the United States as an example, the growth rate of national economy in recent 10 years is between 1% and 2%, but the growth rate of digital economy in the United States in recent years is about 5%, which is several times of that of national economy. It can be seen that digital economy has great development potential; Secondly, the proportion of digital economy in each national economy is relatively large. At present, the proportion of digital economy in the
national economy of China, Japan, South Korea, France and other countries is about 20%, while that of the United States and the United Kingdom. In Germany and other countries, the proportion of digital economy in the national economy can even reach more than 50%, which shows that the overall impact of digital economy on the national economy is growing. Again. The development speed of digital economy is constantly improving and the scale is constantly expanding. Regions can rely on the advantages of digital economy to drive the development of the overall economy. The national industrial transformation and upgrading is relatively dependent on the digital economy, and knowledge innovation and technological innovation are also inseparable from the digital economy. Therefore, the transformation of new and old kinetic energy of digital economy is inevitable, and the new kinetic energy of digital economy is mainly reflected in industries, formats, technology and other aspects. If China wants to achieve the goal of medium high speed and high quality economic growth, it must make rational use of digital economy [3].

2.4 Formation mechanism of new momentum of digital economy
The formation mechanism of digital economy is mainly divided into the following situations:

2.4.1 A service, format, mode and other products developed on the basis of engineering and commercialization technology have been recognized by the market, which leads to the continuous expansion of market demand in this aspect. Finally, a large number of human, material, financial and other resources of industries and enterprises are concentrated together, finally forming a unique digital economy [4].

2.4.2 Traditional industries use the existing technology to transform and upgrade the service, format and mode, so as to expand the market demand of the industry, and ultimately improve the product quality of enterprises, which drives the development of the whole industry and also forms a digital economy.

2.4.3 In the process of market development, some industries will continue to die out, and it is inevitable that these industries will be launched on the historical stage. Similarly, with the promotion of market demand, new industries will continue to be born, so that after the emergence of new industries, digital economy will be formed, driving the rapid development of new industries.

3. NEW CHARACTERISTICS OF DIGITAL ECONOMY

3.1 Drastic and subversive change
In the process of digital economy development, many products have been produced that subvert the industry and the times, such as technology, mode, business form, service, etc. The characteristics of these products are that they can provide customers with better quality and more satisfactory services at lower prices, so that new products will gradually replace the old products. Under the digital economy, the new enterprise beat the traditional enterprise with the strong market competitiveness until it transformed into digital enterprise or exited the market. The representative products of transformation are 3D printing technology, Internet of things technology, artificial intelligence technology, blockchain technology, etc. These technologies are all innovative and creative technologies. Once these technologies enter the perfect and stable period, the whole industry pattern will be subverted, and the monopoly giants will also be overturned by these disruptive change technologies. If there are enterprises in the industry that can realize the transformation and upgrading of technology, mode, business form and service by using the new characteristics of digital economy, it can directly make enterprises regain strong competitive advantage in the second spring, and even realize overtaking on the curve.

3.2 Rapid economic growth
The most obvious new feature of digital economy is its rapid development. Pinduoduo platform has become a vital force in Taobao and Jingdong, which have formed a monopoly pattern. Its market value has rapidly exceeded 100 billion yuan. The platform is dominated by low-cost goods and has incomparable advantages over other platforms; When the bicycle sharing industry just started, a large number of different brands developed at the same time. The economic growth rate of these enterprises is amazing. Some enterprises have also reached the market value level of 100 billion, which has driven the development of the whole industry; The short video industry has seized the advantages of 4G network and has rapidly risen. In just one year, the users of short video platform have exceeded 100 million. At present, the market value of short video platform at the forefront of the industry has also exceeded 100 billion. These enterprise cases have proved that the digital economy has the new characteristics of rapid economic growth. In the traditional economy, the enterprise's economic value-added speed is slow. It takes decades for an enterprise to reach a market value of 100 billion yuan, and the enterprises that grasp the new characteristics of the digital economy can complete this process in just a few years.

3.3 The network effect is obvious
Network effect refers to that the more the number of product customers in the digital economy, the lower the operating cost of the enterprise. On the contrary, the less the number of customers, the higher the operating cost of the enterprise. Therefore, the innovation and creation products in the digital economy must survive the early stage to get the benefits of the digital economy. However, most of the enterprises exit in the competition of digital economy, only a few of them win in the end, and these few enterprises basically control the voice of the industry, which is the formation of monopoly Unicorn company. Kwai takeaway platform, short video platform and taxi platform are intuitively reflecting the characteristics of network effects. After takeaway, the two groups basically only exist in the US group and hungry two. The short video platform is dominated by the jitter and the fast hand platform. The taxi platform is led by dripping cars tiktok, and these winning unicorns have a huge user volume. The platform products are easy to create huge economic benefits.

3.4 Dandelion effect is obvious
Dandelion effect refers to seed investment and entrepreneurship companies will not die even if they fail, but will spread seeds to other companies like dandelion, and eventually digital economy will grow better and better. The new characteristics of digital economy are that they can create products such as business form, technology, service, mode with lower cost but higher quality. However, not all innovation and entrepreneurship enterprises can succeed. Among them, the talents who fail will find the next suitable innovation and entrepreneurship company, and they are still the seeds of digital economy development. Finally, the seeds of digital economy accumulate continuously in a large range, and spread leaves to promote the development of digital economy in the whole region and country in a point-to-point way. Therefore, digital economy can affect a large number of industries and enterprises. For example, cloud computing technology, Alibaba cloud, Huawei cloud and Tencent cloud have concentrated a large number of digital economic seed companies through cloud computing technology, which has provided some assistance for the development of these companies, and improved the stability of digital economic ecological development.

4. HOW TO USE THE NEW FEATURES OF DIGITAL ECONOMY TO PROMOTE THE FORMATION OF NEW MOMENTUM OF DIGITAL ECONOMY

4.1 Providing innovation and creating environment for the development of digital economy

The new characteristics of digital economy play an important role in the formation of new kinetic energy of digital economy, but it is not certain that new kinetic energy of digital economy will be formed. If the digital economy lacks appropriate development environment, such as the hard power and soft power of digital economy enterprise development, the role of digital economy in the national economy as a whole will be greatly reduced. At present, artificial intelligence technology, blockchain technology, 3D printing technology and quantum computing technology are the basic technologies needed for the future development of digital economy. These technologies are the soft power and hard power of digital economy enterprises. Therefore, the state needs to increase the investment in grass-roots scientific research, and encourage enterprises to independently develop digital technology through policies, laws and other means, so as to provide innovation and create an environment for the development of digital economy. If enterprises invest a lot of money in digital technology R & D, they can improve their R & D motivation through tax credit policy. In order to ensure that enterprises will not have patent disputes with researchers in the process of developing digital technology, the state should provide supporting services from the legal level to prevent the lack of enthusiasm of researchers.

4.2 Support for innovation achievements of digital economy

Digital economy involves various industries. Every field needs to make reasonable use of its digital economic innovation results to maximize the formation of new kinetic energy of digital economy. Digital products can be used in the field of life to promote the development of intelligent medical and intelligent transportation. In the industrial field, digital products can reduce labor demand, improve production efficiency and reduce production failure rate through artificial intelligence technology. Digital products in military industry can provide VR, MR and other virtual reality technology products for the army. At present, the state hopes that the proportion of the first, second and third industries can be further adjusted, and the best way to increase the proportion of the tertiary industry is to develop the digital economy. However, if all walks of life do not make more use of the innovation results of digital economy, the development of digital economy has huge investment risk in the early stage, which is not conducive to the sustainable development of digital economy. Therefore, the state should give certain preferential policies to the products applying the innovation results of digital economy, so that enterprises dare to develop digital products and national units dare to apply digital products, so as to form new kinetic energy of digital economy by using the new characteristics of digital economy.

4.3 Improve the viability of digital economy

The development speed of digital economy certainly has advantages, but for enterprises, they need to invest a lot of money in the early stage, and they must stick to it until the end to get rich returns. Excessive investment hinders the development of digital economy. Therefore, the state can make more enterprises with limited capital participate in the digital economy by subdividing the field. The advantage of subdividing the field is that it can reduce the entry threshold of enterprises and improve the rate of return and return, so that the whole industry chain of digital products can be continuously improved. If some of these enterprises withdraw from the research and development of digital products for other reasons, there will be a steady stream of other enterprises to add in, so that the risk of stagnation in the development of the digital economy does not need to worry, and it can also improve the viability of the digital economy.

4.4 Combining digital economy with traditional industries

Under the new characteristics of digital economy, there are three modes for the formation of new kinetic energy of digital economy. Among them, technology development and industry formation need certain technology and resource reserves, which are difficult for most enterprises. However, based on the traditional industries, digital product research and development can greatly improve the development power of digital economy, and promote the effective combination of traditional industries and digital economy. Only in this way can the digital economy be radiated to more industries and fields, so as to improve the overall influence of digital economy on the national economy. Taking the traditional state-owned manufacturing enterprises as an example, the best way to research and develop digital products is to use mechanical equipment automation system and equipment instead of manual operation. In this way, enterprises only need to improve the original production process automation, which can form a new momentum of digital economy.
4.5 Improve the influence of digital economy enterprises

Digital economy has an important influence in the world. Therefore, domestic digital economy enterprises should take a long-term view, improve the popularity and influence of enterprises in the world, and use the advantages of leading enterprises to improve the growth rate of digital economy, so as to improve the economic development level of the whole region and even the country. At present, there are few digital products that can go abroad in our country. The ultimate reason is that the number of digital patents is insufficient, and the core products need to use foreign patents, which leads to the weakening of economic benefits. The way to solve this problem is to invest a lot of money to complete the patent reserve. One belt, one road development strategy should actively enhance the global influence of digital economy enterprises.

5. CONCLUSION

In summary, digital economy has a great impact on the world. All walks of life can improve the utilization of data resources to improve the economic development speed. In the process of digital economy development, new features and new kinetic energy are emerging constantly. The formation of new kinetic energy is closely related to the new characteristics of digital economy. Therefore, the new kinetic energy of digital economy can accelerate the formation of efficiency by virtue of the advantages of new characteristics of digital economy, so that the digital economy can play an application role in the whole economic growth, thus promoting the transformation and upgrading of economic forms in all walks of life.

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REFERENCE

On the application of artificial intelligence in English and Chinese Translation Teaching

Xingcan Meng
School of English Studies, Zhejiang International Studies University, Hangzhou 310023, Zhejiang, China

Abstract: With the development of science and technology, artificial intelligence has also been applied in the field of English-Chinese translation teaching. In the process of realizing this situation, the influence of AI translation on people can not be underestimated. This paper collects information about the application of AI in English-Chinese translation teaching, so as to demonstrate the influence of AI translation on people in the past and in the future.

Key words: Artificial intelligence; Translation between English and Chinese; Teaching

1. INTRODUCTION

In recent years, artificial intelligence has been widely used in various fields with the continuous development of science and technology. The use of artificial intelligence for translation is also one of the key points that people focus on. Many giant enterprises also focus on the development and application of artificial intelligence. The translation software we know well, such as Tao, Google, Baidu, has been developing rapidly in recent years. With the continuous improvement of technology, AI is also trying to combine with traditional English-Chinese translation teaching. This paper mainly discusses the advantages and disadvantages that may arise in the process, and analyzes how traditional translation teaching should be combined with the level of scientific and Technological Development in this situation, so as to provide more "translation talents" for the society.

2. THE DEVELOPMENT PROSPECT OF AI TRANSLATION

2.1 The development trend of artificial intelligence translation

With the development of science and technology and the rapid development of Internet, more and more people have more and more needs and higher requirements for translation. This situation, to some extent, has promoted the accelerated application of artificial intelligence in this field. The use of machine for translation, from the early 1930s, has also experienced a long process, from simply relying on machine principles to computer translation, to build bilingual corpus for translation, and then in 2015, baidu took the lead in publishing the world's first neural network translation system [1]. At this time, the quality of MT has been improved obviously, but the accuracy and automatic verification function of translation cannot be realized.

The emergence of artificial intelligence makes up for these deficiencies. Compared with human brain, artificial intelligence has a larger memory system and a more accurate search engine function in the interpretation of proper terms with a large number of complex words. Moreover, artificial intelligence is cheap and easy to operate, which provides great convenience for the field of translation.

2.2 Prospects of AI translation teaching

Although there are different degrees of advantages and disadvantages, but with the continuous progress of science and technology, artificial intelligence into the field of teaching, has been an inevitable trend. In fact, many colleges and universities have put it into practice to adapt to the situation and cultivate more intelligent translators in the AI era. For example, while teaching students translation skills, teachers will also teach students how to use the artificial intelligence system. Among them, many language universities have begun to use machines to assist teaching software. Such as "correcting net", try to translate treasure, etc.

3. THE INFLUENCE OF ARTIFICIAL INTELLIGENCE IN TRANSLATION TEACHING

3.1 The positive influence of artificial intelligence in Translation Teaching

The development of artificial intelligence provides a lot of teaching resources for English-Chinese translation teaching. For example, we can find a lot of English videos and pictures on the Internet. Many online education platforms also provide students with a lot of English curriculum resources, and provide more diverse choices for teachers and students. For students, they can download the resources according to their learning habits and learning objectives, or replay teaching videos, so that learning is no longer affected by time and space. Teachers can prepare lessons according to the resources selected by the platform, which can save more time.

3.2 The negative influence of artificial intelligence in Translation Teaching

In terms of oral translation, artificial intelligence translation may not break sentences. In the real life interpretation, the speed of the target and the style of speech are very different, sometimes there are insertions. In this case, artificial intelligence can not accurately judge. Sometimes, there may be logical confusion in the speaker's speech, when AI will have translation disorder, while experienced translators can deal with it accurately. From the perspective of translation, especially when it comes to literary genre translation, how to accurately translate the artistic conception and deeper content is what translators need to understand, feel and understand in the process of learning. This rich sense of official feeling is not available to the students in the process of translation teaching by artificial intelligence[2].

4. Strategies Of Artificial Intelligence To Improve
Translation Teaching

4.1 Create a "native language" atmosphere for English exchange

Educational robot provides support for the creation of English learning environment. The educational robot has the ability to act, and can accompany the students like partners, actively use the living language to interact with the learners, and create a natural and sustainable English use environment. Robots can replace human labor and brain labor. In the field of education, Baidu company explores the education mode of "one person, one teacher + robot assistant" according to artificial intelligence technology. Educational robot can make learning content, adjust learning mood, guide learning interaction, and create a "native language" English communication atmosphere for students.

4.2 Effective after class practice

The review work is arranged and the simulation scene of man-machine translation is consolidated by intelligent software. In the traditional interpretation classroom mode, teachers can not check whether the students can independently implement the practice of interpretation, and the students lack a good environment for interpreting practice. At present, the development of artificial intelligence is more and more advanced. Many kinds of training courses of audio and video in simulated scenes are used in the artificial intelligence education system. In the course, students use and machine translation to consolidate the practical skills of interpretation, and improve the efficiency of post-school learning. With the help of artificial intelligence, the teacher improves the use rate of classroom time. Teachers comment on more students in limited practice and improve the use of translation skills. With the artificial intelligence system, it can promote the development of teaching quality and progress. In the process of translation teaching and practice towards the artificial intelligence of interpretation classroom, it can make up for the deficiency of traditional interpretation practice classroom in teaching content, form, flexibility and scale, or combine with the development of teaching in the new era.

4.3 Improvement of students' interpretation

The main content of students' interpretation is corpus. In the traditional interpretation class, the use of corpus is only a short time for teachers to evaluate students' interpretation skills, which reduces the value of corpus. Therefore, artificial intelligence interpretation classroom can make full use of corpus to evaluate students' interpretation ability, and improve the value of corpus. In the practice of interpreting, students input corpus in the artificial intelligence system, and realize the conversion of voice to text, text to text and text to speech through the system. The development and use of this function can achieve the purpose of speaking to teachers, and improve the accuracy of detailed examination of corpus by intelligent system.

5. CONCLUSION

From all aspects, university administrators and teachers have realized that the future market needs not only talents who can master translation skills, but also more talents who can provide translation services combined with the development of the times.

In the era of artificial intelligence, the influence of artificial intelligence on translation teaching is inevitable. Whether it is from its initial development trend to the pros and cons, and then to the future development prospects, artificial intelligence has become an indispensable technology. Then, in the face of the impact of artificial intelligence on translation teaching, we should also adopt a more calm and objective attitude. We can continue to explore and carry forward its advantages, and learn from its disadvantages, so as to make more effective improvement.

REFERENCE


Abstract: Yao folk songs, as an important part of music in our country's minority areas, have rich characteristics. Yao nationality is an important part of the minority in China. The Yao nationality has rich historical and cultural connotations. Yao people are distributed widely. Yao folk songs are also paid more and more attention and research by artists because of their different artistic characteristics. Yao folk songs also fully show the wisdom of the Yao people, and convey the simplicity and nostalgia of the Yao people from the song; Yao folk songs have been loved by all over the world, and have become an indispensable part of Yao people's lives. Yao folk songs have also developed into a distinctive art form in Hunan. When teachers further discuss folk songs in southern Hunan, they need to dig into the deep characteristics of folk songs and convey them to people. This paper mainly analyzes the development and artistic characteristics of Yao folk songs in Hunan Province, and summarizes and studies the development of folk songs in Hunan Province for reference.

Key words: South Hunan; Yao folk songs; Artistic features

1.INTRODUCTION
Yao people can sing and dance well. They like to sing songs to celebrate life. Yao folk songs are also the expressions of Yao people to Yao people's historical culture and local characteristics. More importantly, Yao folk songs mainly want to express their feelings for life. Yao people are scattered many, even scattered in other countries, and they are a transnational nation; Yao people in our country are mainly distributed in more than 100 counties in Yunnan, Guangdong, Hunan, Guizhou, Jiangxi and Guangxi Zhuang Autonomous Region, and are a family with many ethnic branches. Yao folk songs are very popular and easy to remember in daily life. The Yao folk songs in Hunan Province are very artistic. In addition, the Yao folk songs in the region have developed rapidly and have been favored by artists. The following analysis of the artistic characteristics of Yao folk songs in southern Hunan Province.

2. ANALYSIS OF THE RESEARCH STATUS OF YAO FOLK SONGS IN SOUTHERN HUNAN
From ancient times to now, the Yao folk songs in southern Hunan have developed rapidly and are popular with all over the world. The artistic characteristics of the folk songs have been studied by artists and music teachers. The characteristics of the Yao folk songs in the Western Hunan Province show that the minority in southern Hunan usually use songs to express their inner feelings and describe their daily life; Folk songs are the true reproduction of the living scenes of ethnic groups, and are the concentrated expression of ethnic culture, which has a certain degree of interest; In the process of researching Yao folk songs, it is also the development of excellent national culture.

2.1 Research on Yao folk songs
From the current state of the development of the research on the artistic characteristics of Yao folk songs in southern Hunan, it is also the development of excellent national culture.

2.2 Integration of Yao folk songs
Due to the distribution of Yao nationality in different areas and various branches, the development of Yao nationality and the national connotation of Yao music is relatively scattered; It directly hinders the overall development of Yao folk songs, ethnic research and the expansion of research direction, which leads to more and more personalized research direction of Yao folk songs, which is not conducive to the development of Yao folk songs. Therefore, in the process of research on Yao folk songs, relevant scholars try to avoid the tendency of serious personal color, pay attention to the transformation from personalization to integration, fully combine the characteristics of local and personal research, and vigorously develop integrated research, so as to promote the effective development of the analysis of artistic characteristics of Yao folk songs in southern Hunan, so as to promote the research direction, Improving the research ability also promotes the quality and efficiency of the research results, and effectively promotes the further research of Yao folk songs in southern Hunan.

3. ANALYSIS OF THE CHARACTERISTICS OF YAO FOLK SONGS IN HUNAN PROVINCE
3.1 Yao folk songs convey emotion with lyrics
At the beginning of the establishment of Yao nationality, the Yao people have not yet been able to convey the means...
and tools of national culture. Under the background of that time, Yao folk songs quickly became the expression form of transmitting the excellent historical culture and connotation of the ethnic group, and the Yao folk songs were loved and sung by all people. The people express their inner feelings of labor through the dissemination of Yao folk songs, praise labor and life with songs, record and inherit the past labor history; Besides, the lyrics of folk songs are used to convey the vision of a better life and expectations of life in their hearts through words, and express their inner feelings with lyrics. This also highlights the unique life habits of Yao people, and the optimistic attitude of life. For example: the most popular folk songs are the folk songs of Yao nationality[2]. The reason for its popularity lies in that folk songs are the calling expression of the life and labor of the people living in the mountains and forests, further showing people's inner good vision, their love for labor and their outlook for the future; The calling songs are also the means of expressing the joy of life.

The main characteristics of Yao folk songs in southern Hunan using lyrics to convey emotions are as follows: firstly, in our country's Yao folk songs in southern Hunan, historical songs are the expression of Yao's past history and national establishment, and historical stories convey praise and admiration for Yao's ancestors in the struggle between Yao's early establishment and nature. It also includes religious songs. Yao people pay more attention to religious rituals. In ordinary religious rituals, Yao people usually choose special religious folk songs as the main part of the ceremony. Through these, they can convey the people's love for life, reverence for nature, and hope for a better future.

3.2 The singing of Yao folk songs is vivid
In our country before the Minority Songs, almost all use the national native language to sing. Yao folk songs also use this form, this way can combine the Yao language and music performance form together, can more comprehensively show the unique national characteristics of Yao, as well as the characteristics of folk songs in southern Hunan; It makes the Yao folk songs have more vitality. For example, one of the most famous Yao folk songs is "singing the leadership of the party". The song uses the local language to sing the content in different intonations, which shows the strong influence and penetration of the Yao songs to a great extent. In addition, the lyrics of the Yao folk songs are easy to understand, and the tones in the singing process are also easy to be known by everyone, It has a unique national flavor and culture.

3.3 Dialect characteristics of folk song lyrics
The folk songs of ethnic minorities are full of national characteristics, and most of the lyrics of folk songs also use local dialects. Dialect is also a language that local people often use and are relatively familiar with, so it will be more easily accepted and loved by everyone. The lyrics will be conveyed in dialect to ensure that the people mentioned are easy to understand the meaning of the song. Yao's language is more complex, which can be divided into four languages, namely "Mian language", "Bunu language", "Lajia language" and "Chinese dialect". These four different languages are also applied to the daily life of Yao people. The lyrics of Yao folk songs use Chinese dialect. From this point of view, most of the Yao folk songs are the derivation of the historical and cultural connotation of the past, and also the cultural embodiment of inheriting the past and conveying emotions with songs; The folk songs of Yao nationality in Western Hunan have a high value of folk culture; The local dialect lyrics express the living conditions of the Yao people, and then convey the feelings of the Yao people's life. Therefore, the use of the Yao dialect lyrics is convenient for the local people to understand and lay the foundation for the localization of the development of the Yao folk songs[3].

3.4 Yao folk songs are rich in form and content
Yao folk song is not only a written expression of Yao people's daily life, but also a form of cultural exchange between them. The content of Yao folk songs is very rich, including the inheritance of historical stories in the past, and the Yao love songs of men and women's emotions; In the Yao people, all the people are good singers, singing has spread all over the Yao people's life, Yao people deal with things in life are conveyed by singing, with lyrics and singing lyric form constantly enrich the content of Yao folk songs. Generally speaking, Yao people create characters according to their own actual needs of folk songs, which promotes great changes in the singing form of Yao folk songs; The singing form of the song does not set any rhythm, which belongs to a unique national improvisation. The labor folk song is a narration of the national labor in this year, and also a means to educate young people to pay attention to the achievements of labor; Most of the old people of Yao nationality will sing in their spare time to express their feelings for the past history and national culture[4] In a word, the folk songs of the Yao nationality are various, and the singing form and content narration are not the same. They are all used to record the national culture and life of the Yao nationality. Therefore, this is one of the unique characteristics of the Yao nationality's cultural folk songs.

3.5 The singing freedom of Yao folk songs
The sentences of Yao folk songs are generally straight to the point, and the singing method is relatively simple, but the connotation of Yao folk songs is rich, and the singing method changes gradually with the change of singing form and connotation; This can also show that the music culture of Yao folk songs is unique. In terms of singing techniques, a large number of lining words and relying on sound are used to connect and splice the content of the song, which also expands the structure of the song to a great extent; Yao folk songs are usually composed of two corresponding phrases, which are linked by the method of echo. Generally speaking, the connected sentences are the core part of the whole segment, and they are also the important tonal base points. Therefore, when the tone of the base point is fixed, the paragraph can be reorganized in other forms or contents. The composition of Yao folk songs is very free, and the singing structure should be mainly seven character four sentence style. Besides, it also adopts five tone, the music rules and
rhythm of Yao folk songs are loose and free as a whole; The outstanding feature is that the folk songs of Yao nationality are continuous, and the melody fluctuates little but mainly focuses on rotary singing and low-level singing, adding many decorative sounds to ensure the characteristics of the songs; The Yao folk songs in ordinary religious ceremonies are mysterious music singing characteristics, such as "songniang" in "Liuyue". The singing melody is to add rotary singing in the bass and then use trill to convey the main tone of the story point to the audience, which leads the audience to enter the historical and cultural story plot of Yao nationality. Yao folk songs also need high songs and mountain songs; These two forms refer to the outdoor dueling, which is loud and powerful, which will give people a kind of exciting feeling, which will drive the audience to put into the melody of the song, with a faster rhythm, and express the plot through different forms[5].

4. ANALYSIS OF THE LITERARY VALUE OF YAO FOLK SONGS IN SOUTHERN HUNAN PROVINCE
Yao folk songs have a long history and culture, and have begun to appear in the spring and autumn and Warring States period. In terms of folk songs, they have rich connotation, wide tunes and forms, which have high literary value, and vividly show the real scene and labor spirit of the labor people in southern Hunan Province. In the current environment of diversified music development, It has its own unique charm and value. The folk songs in southern Hunan are part of the southern Hunan region, and also the carrier of the culture of southern Hunan to the world; It has great research significance. Therefore, we need to continue to work hard to actively explore the value meaning of Yao folk songs, and promote the development and progress of Yao ethnic minority on the basis of the current folk songs. The Yao folk songs in southern Hunan Province have rich literary value connotation, which can be analyzed as follows;

In terms of literary value, Yao people in southern Hunan are an important part of the Yao nationality culture in South Hunan, and also a carrier of witness and grasp Yao history and cultural customs, and are "living fossils" in southern Hunan. Yao folk songs are the true reflection of the cultural heritage and the modification of traditional culture of Yao Minority in southern Hunan[ 6] It also highlights the Yao people's infinite love for local life and labor, the awe of nature, the reverence of historical figures in the past and the prospect of a better life. For example, Western Hunan is a wild place in Hunan, known as the mysterious west of Hunan, so the mysterious color can be explained through Yao folk songs; In addition, the folk songs in southern Hunan are describing the real life of local people. The portrayal of social life can convey the life habits and cultural connotation of Yao people, and also the inheritance and development of our national culture. In order to master the singing law of Yao folk songs, we need to study the Yao nationality's historical and cultural connotation, which also shows that the Yao folk songs in southern Hunan Province have rich historical and national cultural value; The singing types and forms of Yao folk songs are various, and they have their own unique expression methods. This also shows the Yao people's feelings towards the past working people, and the inner emotion changes of the ethnic culture are expressed by folk songs[7]From this point of view, Yao folk songs come from life, from labor, closely connected with the daily life of the ethnic people, and the overall folk song features are particularly prominent. Therefore, the lyrics of Yao folk songs are the combination of folk songs and characters, which has rich literary aesthetic value.

5. CONCLUSION
Yao is one of the ethnic minorities who are good at singing and dancing, and folk songs are endowed with simple emotion and local characteristics; With the rapid development of Yao folk songs in southern Hunan, Yao folk songs have been loved in the country and even in the world. Yao folk songs have made great achievements in the field of minority music. Yao folk songs have the advantages of local characteristics. The lyrics of Yao folk songs are simple and popular, and the forms of expression are flexible, which are another interpretation of the local characteristics of southern Hunan; In daily life, Yao people have taken Yao folk songs as an indispensable part of their daily activities. When teachers study the artistic characteristics of Yao folk songs, they should fully feel the connotation of national culture, fully show the regional characteristics of folk songs, and carry forward the culture with national characteristics; The later generations of the Yao nationality are still continuing their national characteristics and are committed to inheriting the Yao folk songs with strong national characteristics and emotional color.

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REFERENCE
Research On the Implementation of Medical Nutrition Therapy Education for Diabetic Patients

Qian Wang
Zibo Vocational Institute School of Nursing, Zibo, Shandong, China

Abstract: Objective: To analyze the effect of medical nutrition therapy in the treatment of diabetes. Methods: 89 cases of diabetes from February 2020 to March 2021 were selected and divided into group A (medical nutrition treatment) with 44 cases and group B (conventional treatment) with 45 cases. Results: The composition of group A was more scientific (P<0.05); The body index of group A was better (P<0.05); The hospitalization time of group A was shorter, and the treatment cost was lower (P < 0.05). Conclusion: medical nutrition therapy in the treatment of diabetes is of positive significance for diabetes management, which can promote the improvement of the condition and reduce the cost of treatment.

Key words: Diabetes mellitus; Medical nutrition therapy; Blood lipid; Blood glucose; Health Education

1. INTRODUCTION
Diabetes is a metabolic disease, and it is a chronic disease with high risk and incidence rate. Because it has lifelong nature and requires long-term control, self-management is of vital importance [1]. Diabetes is not a direct lethal disease, but because of dyslipidemia and blood glucose affect the systemic circulation, involving multiple organs, harm a wide range, and eventually lead to renal failure, amputation or death and other serious consequences. The incidence rate of adults in China is over 10%, most of which are type 2 diabetes. Medical nutrition therapy, referred to as MNT, is a comprehensive therapy with diet management as the core, combined with health education to promote self-management ability and strengthen disease control [2]. In this paper, 89 cases of diabetes from February 2020 to March 2021 were selected to explain the medical nutrition treatment methods and study the implementation effect.

2. Data and methods
2.1 General information
Methods: 89 cases of diabetes from February 2020 to March 2021 were selected and divided into two groups. 44 cases in group A were male / female = 26 / 18, aged (51-73) years, with an average of (59.62 ± 19) years; The course of disease was (4.0 ~ 12.0) years, with an average of (8.10 ± 24) years. There were 7 cases of insulin use and 11 cases of family history. Group B: 45 cases, gender: Male / female = 25 / 20, age (52 ~ 72) years old, average (59.62% ± 19) years old; The course of disease was (4.5 ~ 11.5) years, with an average of (8.09 ± 22) years; There were 8 cases of insulin use and 13 cases of family history. The data can be analyzed using SPSS 24.0.

2.2 Method
A group of medical nutrition treatment: first, the patient file: the establishment of disease files, records of basic information and disease data, focusing on the analysis of medical history and medication history. Second, diet management: investigate the dietary situation, analyze the intake of fish, eggs, vegetables and fruits, and analyze the nutritional intake based on the food composition. Nutritionists carry out individual dietary guidance and nutrition health education. Video education, KABP education, PBL education, traditional fine algorithm, hand measurement and ADA diet management were applied to carry out comprehensive health education and disease management. Third, effectiveness monitoring: regular physical examination. There was no significant difference in biochemical indexes, body mass and waist circumference. The above indexes were compared after management. After 8 hours of fasting, fasting blood was taken from the next day, and biochemical indexes were counted. Analyze the length of stay and expenses.

Group B received routine treatment, symptomatic hypoglycemic drugs, collective and individual education to promote family care.

2.3 Observation indexes
Nutrition intake: daily salt, vegetable oil, dietary fiber and energy intake were detected.

Compliance: moriky was used to investigate medication compliance, i.e. mmas-8 score. The total score was (0 ~ 8). First, complete compliance: 8 points; Second, basic compliance: (6-7); Third, non-compliance: (0-5). Compliance = [(1) + (2)] ÷ This group n × 100.00%.

2.4 statistical methods
SPSS 24.0 was used to analyze the data of patients with diabetes, and the measurement data (nutritional intake, body index, hospitalization situation) was expressed as
"mean" ± Standard deviation (x̄ ± s) ”, t-test, count data (compliance) expressed by rate (%), x² test, P < 0.05, the difference was statistically significant.

3. RESULTS
3.1 Nutrition intake
In group A, caloric intake decreased, dietary fiber intake increased, and salt and vegetable oil were effectively controlled (P < 0.05). See Table 1.

### Table 1 nutrient intake [g, (compliance)]

<table>
<thead>
<tr>
<th>Group</th>
<th>Group A (medical nutrition treatment)</th>
<th>Group B (Routine)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>44</td>
<td>45</td>
<td>&gt;0.05</td>
</tr>
<tr>
<td>Salt</td>
<td>7.41±1.71</td>
<td>10.70±4.02</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>Vegetable</td>
<td>25.59±10.13</td>
<td>38.72±17.62</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>Dietary fiber</td>
<td>14.42±9.76</td>
<td>11.49±6.85</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>Energy(kcal)</td>
<td>2129±483</td>
<td>2704±579</td>
<td>&lt;0.05</td>
</tr>
</tbody>
</table>

3.2 Body index
In group A, blood lipid and blood glucose were decreased, cholesterol, triglyceride and BMI were lower, and waist circumference was reduced (P < 0.05). See Table 2.

### Table 2 body index (x̄ ± s)

<table>
<thead>
<tr>
<th>Group</th>
<th>Group A (medical nutrition treatment)</th>
<th>Group B (Routine)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>44</td>
<td>45</td>
<td>&gt;0.05</td>
</tr>
<tr>
<td>TG(mmmol/L)</td>
<td>1.96±0.86</td>
<td>2.23±0.95</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>TC(mmmol/L)</td>
<td>4.97±0.82</td>
<td>5.20±0.69</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>HDL</td>
<td>1.21±0.41</td>
<td>1.25±0.40</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>LDL-C</td>
<td>2.85±0.49</td>
<td>3.18±0.59</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>FBG(mmol/L)</td>
<td>12.07±4.28</td>
<td>15.01±4.24</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>Hba1C(%)</td>
<td>8.87±2.94</td>
<td>9.64±3.20</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>BMI(kg/m²)</td>
<td>24.99±3.25</td>
<td>27.40±2.96</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>Waist(cm)</td>
<td>93.84±16.53</td>
<td>95.10±5.62</td>
<td>&lt;0.05</td>
</tr>
</tbody>
</table>

3.3 Hospitalization
Group a discharged earlier and had lower hospitalization expenses (P < 0.05). See Table 3.

### Table 3 hospitalization (x̄ ± s)

<table>
<thead>
<tr>
<th>Group</th>
<th>Group A (medical nutrition treatment)</th>
<th>Group B (Routine)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>44</td>
<td>45</td>
<td>&gt;0.05</td>
</tr>
<tr>
<td>Time(d)</td>
<td>9.19±2.22</td>
<td>11.29±2.18</td>
<td>&lt;0.05</td>
</tr>
<tr>
<td>Cost(yuan)</td>
<td>6.679±0.413</td>
<td>7.172±0.420</td>
<td>&lt;0.05</td>
</tr>
</tbody>
</table>

3.4 Compliance
The compliance of group A (97.73%) was higher than that of group B (73.33%) (P < 0.05). See Table 4.

### Table 4 mmas-8 [n, % (n)]

<table>
<thead>
<tr>
<th>Group</th>
<th>Group A (medical nutrition treatment)</th>
<th>Group B (Routine)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>44</td>
<td>45</td>
<td>&gt;0.05</td>
</tr>
<tr>
<td>Full</td>
<td>26</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Basic</td>
<td>17</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Noncompliance</td>
<td>1</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Compliance</td>
<td>97.73(43/44)</td>
<td>73.33(33/45)</td>
<td>&lt;0.05</td>
</tr>
</tbody>
</table>

4. DISCUSSION
MNT has positive significance in the prevention and control of diabetes. In the implementation of MNT, nutrition education and intake management were used to guide scientific management and promote disease prevention and control. Research shows that about 70% of diabetic patients receive MNT intervention in clinical practice. In such patients, most patients can follow the doctor's advice [3].

In the implementation of MNT, nutrition doctors should educate patients on nutrition treatment. After professional study, doctors have a systematic knowledge structure of nutrition therapy, and have a solid foundation in theory and operation. In the treatment, the dietary structure of patients was investigated, the physiological status and course of disease were analyzed, the dietary habits were understood, the cultural level was analyzed, and the individual program was developed to carry out nutritional treatment. Through symptomatic nutrition education, nutrition knowledge was publicized, nutrition and disease cognition of patients were strengthened, and diet treatment was promoted. This kind of treatment belongs to multidisciplinary collaborative treatment. Professional nutritionists can promote blood glucose control, prevent and control complications, and inhibit adverse progress.

In the process of MNT, patients are the objects of MNT health education. In terms of propaganda and education mode, the combination of collective education and individual education, group management through collective education, organization of education classroom, unified propaganda and education of health knowledge, application advantage is to promote the popularization of knowledge, application defect is lack of pertinence, poor effectiveness. Individual education is mainly one-to-one propaganda and education, and the management scheme is planned based on individual cases. In the individual program, patients' eating habits and living habits are reflected in the program, which is more feasible. After implementation, we should investigate the feedback, evaluate the implementation effect, and scientifically adjust the plan. Relevant studies show that individualized education has a positive effect on blood glucose control, and can improve the initiative and level of self-care. Medical nutrition therapy is mainly based on individual education management, which is consistent with the conclusion of this study. Other studies have shown that individualized education can strengthen the awareness of dietary health, promote knowledge mastery and treatment compliance. The application defects of individualized education lie in the high input of human resources, the need for professional nutritionists to carry out, and the heavy burden of clinical management. In nutrition education, we should promote family participation, implement family education, strengthen family care support, and promote comprehensive management [4].

In the routine clinical management, the medical staff in the Department of diabetes are responsible for health education, and the pressure of medical staff is great. Part of the research advocates the interactive support mode of patients, that is, patients with the same condition form a mutual aid group, supervise and support each other, and promote long-term adherence. Relevant data show that patient interaction support can promote glycosylated hemoglobin management, improve knowledge mastery and optimize mental health status. In this mode, doctors should guide positive communication, promote positive interaction, strengthen positive case publicity and leading role, and prevent and control negative effects [5].

ACADEMIC PUBLISHING HOUSE
In diet education, doctors are responsible for the scientific planning of recipes. When using the traditional calculation method, combined with BMI index and daily demand of caloric intake, the daily total caloric demand was calculated. Combined with meal times and three major nutrients, the proportion of three meals was scientifically controlled and the composition of three meals was managed. This method is feasible and accurate management, but the calculation process is complex, which is not feasible for children. Hand measurement can also be used to manage diet. The so-called hand measurement method, that is, in the management of protein intake, the patient's input is about the thickness of the little finger and the size of a single palm, the fruit intake is about 1 fist, the staple food is 2 fist, the vegetables are held in both hands, and the oil intake is 1 thumb. This method has low difficulty in memory, is more intuitive, and is easier for patients to follow, but its defect is low control accuracy [6].

ADA diet management, namely food exchange, can also be used. In this method, the food is divided into six main categories, which are fat, eggs, meat, fat, cereals (including potatoes) and fruits and vegetables. When the method was used, the caloric value of diet was 376.56kJ, and different kinds of food with the same caloric value could be exchanged. Using this method can enrich the types of diet, and it is easy to implement. Relevant literature shows that after the implementation of this method, the self-management effect of T2MD patients is improved, BMI is well controlled, and diet is well controlled. In the implementation of ADA management, cooking methods, trace elements and food maturity will affect the body's blood glucose level. Some researchers suggest that this method does not consider the nature of food [7].

In the MNT management, we should combine the simulation model, apply video and graphic education, stimulate learning interest and promote active participation [8]. KABP, namely knowledge, attitude and practice education, is applied to formulate a coherent learning plan, construct health belief through knowledge infusion, promote health behavior, guide active health management, and promote autonomous learning [9]. The application of PBL mode is problem-oriented, which classifies and summarizes problems, constructs question database, classifies and educates symptomatically, and adopts question answering mode to educate health knowledge. This method has strong guidance and promotes the solution of practical problems [10]. It should also be combined with empowerment education, that is, to build a cooperative relationship and promote self-care management. In this model, doctors help patients identify problems, ease patients' emotions, clarify management objectives, improve the implementation plan, and implement the effectiveness evaluation. In this model, patients have stronger sense of participation and initiative, better self-management attitude, easier to adapt to self-management role, better blood glucose control, and significantly strengthen the level of self-management [11]. After the implementation of MNT, its implementation effect should be evaluated scientifically, and nutrition treatment indicators should be defined. In MNT management, BMI, waist circumference, blood glucose and blood lipid were measured, glycosylated hemoglobin and blood pressure were monitored. The effect of dietary education can also be evaluated with the behavioral self rating scale. In nutrition therapy, behavior changes should be monitored, the effectiveness of MNT should be scientifically evaluated, and the program should be improved [12].

In MNT management, under the guidance of nutritionists, patients regularly monitor blood glucose and body mass, pay more attention to nutritional status, eat more scientifically and control blood glucose better. In this study, after the implementation of medical nutrition treatment, the daily intake of oil and salt in group A decreased, dietary fiber increased and energy intake decreased. Salt reduction can reduce sodium intake, vegetable oil reduction is to reduce oil intake. Reducing the intake of sodium and fat can improve the body condition and promote disease control. Dietary fiber has a positive effect on body health and can improve body metabolism. After medical nutrition treatment, group A had better control of cholesterol, improved blood glucose and blood lipid indexes, reduced waist circumference and BMI index, indicating that the body fat was reduced and blood lipid was well controlled. Diabetes is a chronic disease, which requires long-term management. Medication compliance directly affects the effect of disease control. Compliance evaluation shows that group A has higher compliance under the influence of nutritional treatment, which has a positive impact on patients' scientific diet and standardized medication, which is helpful to diabetes management.

To sum up, in the treatment of diabetes, the application of medical nutrition therapy has positive significance, can improve the nutritional intake of patients, promote the improvement of body indicators, shorten the length of hospital stay, save hospital costs, improve compliance, and promote the benign outcome of diabetes.

REFERENCE


Research on the Consistency of Reading
Teaching Evaluation of Junior Middle School Classics -- Taking Jane Eyre as An Example

Zongyan Wu
Chongqing Yangjiaping Middle School, Chongqing, China

Abstract: Classics reading can help students absorb nutrition, form good study habits, arrange reading time scientifically and strengthen extracurricular reading. This paper focuses on the teaching, learning and evaluation of junior middle school classics reading, relying on Jane Eyre as the teaching material to strengthen students' extracurricular reading ability, help them accumulate more extracurricular knowledge, break the problems of single teaching materials, backward teaching methods and rigid teaching evaluation, and realize the diversification of education.

Key words: Middle school classics; Reading teaching; Teaching evaluation stage

1. INTRODUCTION
Under the background of the new curriculum reform, Chinese quality education can improve students' learning ability, ideological and moral quality and creative thinking. Taking the classic works of junior high school as the material to carry out the teaching activities of famous works needs to take students' Chinese thinking as the support point to provide guidance for teachers' teaching. Through the scientific and perfect teaching evaluation mechanism, the development of teaching plan, the analysis of junior high school classics reading teaching scientific method, improve the students' Chinese reading core literacy.

2. JUNIOR HIGH SCHOOL CLASSICS READING EDUCATION STAGE
2.1 Guiding students to read classics
Students need to follow certain methods in reading. Junior high school is the basic period to cultivate their independent reading. Therefore, it is necessary to scientifically guide students to carry out reading activities. First, skimming and close reading should be combined. Because junior high school students have less reading experience and are younger, they will be affected by reading space. Therefore, skimming can be the main way, and close reading can be the auxiliary way[1]. Taking Jane Eyre as an example, the teacher can guide the students to read the whole book roughly, summarize the main story and the main idea, and then finish the close reading. Read carefully around the wonderful fragments and important details in the famous works to realize the subtlety of the structure and the beauty of the language. Second, combine reading and writing to instruct students to finish marking the essences while reading, record notes in time, and set up the ability to think while reading. By explaining the methods of annotation, side criticism and brow criticism, the paper helps students to extract into their notebooks in time when they reach the subtleties of reading, so as to provide materials for follow-up learning and strengthen their understanding of famous works.

2.2 Attach importance to classroom introduction and problem setting
Before the teacher carries out the teaching of reading of famous works, it is suggested that the students' reading level be thoroughly understood in advance and the targeted design should be completed for different students' reading strength. Through the excerpts of the same fragments in Jane Eyre, students are guided to complete reading within the specified time, put forward their own reading questions and understanding, and complete scientific reading. At the same time, the process of classroom introduction should be optimized, such as setting up a Class Guide: someone once said to his sister: I want to shape a hero to show you, she is as short and ugly as I am, but she will make everyone interested in it. The man is Charlotte Bronte, the author of Jane Eyre, whose role is Jane Eyre. When students begin to read Jane Eyre, teachers should arrange reading tasks to realize reading guidance and ensure that they have clear reading priorities. Through setting up the learning objectives: the author and the background of the works, students can sort out the context of the article, annotate the first and second chapters, and answer the following questions: first, why Jane Eyre is put into the red house by her aunt. Second, why Jane Eyre fainted in the red house. Third, which sentences describe Jane Eyre in detail, please think about the questions and finish reading. In addition, teachers can take the teaching method of reading and asking, such as setting questions: what are the most favorite and disliked roles in Jane Eyre, please explain the reasons. Guide students to substitute emotion and stimulate reading interest. In addition, teachers can set up questions: which segments of the novel depict the character. Guide students to find out the relevant fragments, so that they can realize the author's expressed thoughts and feelings.

3. JUNIOR HIGH SCHOOL CLASSICS READING LEARNING STAGE
3.1 Stimulate students' interest in reading classics
When students are interested in reading classics, they will have a thirst for knowledge and actively learn to read new knowledge. Famous books have a large amount of reading, the background of the times and the differences of national culture. Therefore, teachers should scientifically set up questions, find the learning trigger points in famous books, guide students to read targeted, and stimulate their interest.
in reading. For example, teachers can divide the reading goal into three parts in teaching, guide students to exchange reading experience for Jane Eyre, learn from each other, and improve reading comprehension. At the same time, summarize the scientific methods of reading novels, so that they can experience the fun of reading. For example, before reading Jane Eyre, the teacher can ask the students to collect the writing background of the famous works and the life of the author Charlotte Bronte, so as to get a general understanding of the relevant contents of the famous works and stimulate their interest in reading.

3.2 Guide students to complete comprehensive analysis
Teachers need to focus on students' psychological world. Because of the improvement of self-awareness and the desire for independence in junior high school, teachers need to improve their reading efficiency in the classics reading course, and timely encourage and affirm students' reading progress.

The key of reading education of famous works is to cultivate students' comprehensive analysis ability, extract the central idea through reading, draw inferences from one instance, think about problems from different directions and angles, and realize partial and overall analysis. When leading the students to read the famous works, the teacher needs to guide them to understand the theme, that is, the central idea of Jane Eyre is that people's best life is a life of dignity and love, which reflects the author's yearning for the life. And then help students to establish a correct outlook on life and values, and promote their healthy growth.

4. JUNIOR HIGH SCHOOL CLASSICS READING EVALUATION STAGE

4.1 Realize the interaction of evaluation subjects
The process of reading evaluation should focus on students' core quality and personality, improve their learning efficiency, pay attention to students' learning interest and emotional changes, complete their emotional edification with the help of famous books, correctly guide them to establish a correct outlook on life, world outlook and values, focus on learning quality, and improve their Chinese subject quality. Therefore, in the evaluation of extracurricular reading, teachers need to combine students' own characteristics and make targeted comments on their learning situation. Around the principle of differentiation, realize the integration of group and individual education. The Chinese curriculum standard points out that teachers' evaluation and students' self-evaluation need to be combined to help them self-reflection and autonomous learning. Extracurricular reading covers a wide range. Teachers should integrate summative and formative evaluation, pay attention to the process and results of reading teaching, and improve the objectivity and fairness of evaluation teaching.

4.2 Create the reading evaluation file of famous works
Reading of famous works in junior high school is a normal stage. The students' physical and mental state is not fully mature. There are problems in the long-term concern about things. They will show slack mood and patience in learning, which requires the external supervision of teachers [2]. Therefore, the creation of the reading evaluation file of famous works can help students to establish the belief of reading normalization and to clarify the reading objectives. For example, when developing the reading evaluation mechanism, teachers can take monthly and semester as reading cycle, and stipulate that students read more than 20 minutes a day to help them complete the reading of famous works. After reading, students can mark the time period and page numbers in the schedule to achieve benign competition and create a good reading atmosphere for famous works. In addition, teachers can develop reading test forms, find problems in reading, cultivate their good reading habits, and raise questions around plot, language, character and details of famous works, collect students' self-reflection and reading notes as reading files, and record their reading growth process.

5. CONCLUSION
In conclusion, the middle school students' reading methods of famous works are very rich, which need scientific application, and realize integration in combination with the three stages of teaching evaluation, cultivate students' self-study reading level, make them arrange reading content and time scientifically, understand the spiritual connotation of famous works and improve the reading ability of extracurricular masterpieces. By helping students accumulate extracurricular knowledge, strengthening the optimization of classroom introduction, reading teaching, question design and evaluation stage, the consistency of reading teaching evaluation is highlighted.

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REFERENCE
Application Of 5G Technology in Power System Differential Protection

Cong Yu1, Shichang Zhao2
1Electric Power Research Institute of State Grid Qinghai Electric Power Company, Xining, Qinghai, China; 2State Grid Qinghai Electric Power Company Maintenance Company, Xining, Qinghai, China

Abstract: With the continuous development of science and technology, China's comprehensive national strength has been improving, information technology is also in rapid development, 5g technology is also widely used in all walks of life, and has achieved good results. There is a large amount of information need to be shared between power systems, so communication sharing needs technical support. The large amount of information need to be shared between power systems, so communication sharing needs technical support. The large amount of information need to be shared between power systems, so communication sharing needs technical support. The large amount of information need to be shared between power systems, so communication sharing needs technical support.

Key words: 5G technology; Power system; Application research

1.5G TECHNOLOGY AND POWER INDUSTRY

5g is the fifth generation mobile communication technology, and it is the latest generation of cellular mobile communication technology. Compared with 4G technology, the design goal of the whole 5g system is to enhance the mobile bandwidth, ultra-high reliability and ultra-low delay transmission and large-scale machine communication. In the medium and long term, 5g will have a profound impact on many industries including the power industry. With the gradual popularization of 5g technology, it will promote the promotion and maturity of many frontier technologies, including automatic driving and holographic projection communication. The power industry is closely related to the information and communication industry: in 2018, China's electricity consumption in Internet and software related services industry increased by more than 60% year on year. The application of 5g network promotes the rapid growth of power consumption in communication industry, and its carbon emission will also rise rapidly. Research by Huawei researcher Andrea and edler shows that the proportion of the communications industry in the global total power consumption will increase from 11% in 2019 to 21% in 2030 only in the expected scenario. Their statistics of the power consumption of the communications industry include equipment production, network communications, terminal equipment and data center power consumption. Among their models, 5g's most obvious contribution to the promotion is to make the power consumption of data center surge. This is because the information communication between data center and users accounts for less than half of the total information communication in the data center. More traffic comes from the storage, processing and calculation functions within the data center, and the transmission between different data centers. So 5g user traffic is growing rapidly, which has a multiplier effect on the data center data growth. The power efficiency of data center is slower than the growth speed of communication data, so the power consumption will be increased rapidly. According to their conclusions, if data centers purchase electricity directly from the grid, they should not only bear high power costs, but also purchase carbon emission quotas. High costs will drive data centers to buy renewable energy power. Apple and Google both claim that 100 percent of their data centers use renewable energy. Diversified renewable energy procurement can help data centers reduce emissions, and the process depends not only on the voluntary of enterprises, but also by the design of policy makers and the support of environmental protection organizations.

On the other hand, 5g technology can be applied to power saving of industry and service industry. At present, 4G has provided energy-saving solutions for industry through the Internet of things. Siemens signed an agreement with langsey Australia in 2018 to install a cloud energy monitoring system based on the Internet of things for its logistics center. This system monitors the power consumption of different devices by installing sensors, so as to optimize the operation of the system and save up to 15% of the power. Compared with 4G technology, 5g large-scale inter terminal communication can make IOT power saving system access more monitors, monitor more indicators, and optimize the system in real time. However, there is still a question mark about the extent to which the power saving brought by 5g technology can offset the power consumption growth of the communication industry promoted by this technology. Different enterprises have different communication demand scenarios for the Internet of things for energy saving, and 2G, 3G and 4G technologies have been able to meet the needs of quite a number of commercial users. 5g is likely to be higher than the traditional communication
technology equipment and operation cost in the initial stage of promotion, so it is mainly invested and used by high-tech industries, so its contribution to the whole society is limited.

2. 5G TECHNOLOGY IMPROVES POWER SUPPLY QUALITY AND POWER SYSTEM FLEXIBILITY

5g has the potential to improve the quality of power supply. 5g ultra-low delay and high reliability of information transmission will help the automatic collection and control services of smart grid, thus reducing the scope and duration of potential blackout impact of power system. A report released last year by China Telecom, State Grid and Huawei envisioned several application scenarios. One is that 5g technology helps to accurately cut off interruptible loads such as refrigeration within millisecond delay in case of emergency such as bipolar blocking of UHVDC transmission line. Compared with the traditional centralized load cut-off, this method reduces the impact of accidents on important loads. Another scenario is for the differential protection of distribution network: when a local fault occurs in the distribution network, 5g communication system makes it possible to automatically locate and isolate the fault in millisecond level, so as to ensure uninterrupted power supply in non fault areas. In addition, 5g allows large-scale communication terminal access, making the power system better adapt to the rapid growth of distributed generation and user side energy storage and other flexible resources, ensuring system stability. On June 17, 2019, the North China branch of the State Grid realized the joint optimal scheduling of electric vehicles and distributed energy storage for the first time in 24 hours. According to the report, the communication of automatic generation control (AGC) command of intelligent dispatching is realized through the communication between 4G IOT private network and energy router. In the future, when the energy storage terminal of electric vehicle and user side reaches 10 million level, the dispatching organization and load aggregator can use 5g technology to communicate with user terminal in real time. This will enable the user side to participate in providing auxiliary services such as frequency modulation, so as to optimize the operation of the power system.

However, compared with optical fiber communication and wireless private network communication in power system, 5g has more potential communication security risk exposure and also faces economic challenges. In terms of communication security, there are many terminal nodes in 5g network, so the security exposure is wider. Power system has a high requirement for network security. How to prevent attackers from finding the weakest node to attack is an important research topic. Another problem is who will invest and build 5g base stations and other infrastructure, how to ease the cost, and how long the payback period will be. In order to solve this problem, there may be a business model in the future in which communication companies, power grid companies, distribution network operators, large users and distributed resource providers share the costs and benefits.

5g technology has the potential to adapt to the development trend of power system in the future. The above scenarios such as accurate load control, differential protection of distribution network and flexible dispatching of distributed generation all reflect the advantages of 5g technology. The development history of communication technology in China's power industry is also the history of technology evolution. Every change is accompanied by the change of application scenario requirements and the improvement of technical performance. From the start of power line carrier communication in the 1960s and 1970s, to the rapid development of microwave communication in the 1980s and 1990s, and then to the popularization of optical fiber communication in the middle and late 1990s, until the application of wireless private network and 4G in recent years, the reliability of communication in the power industry has been improved, the coverage has been expanded, and the anti-interference ability has been strong. Although optical fiber, wireless private network and 4G have met a considerable part of the communication needs of the current power system, the increasing requirements for large-scale terminal access and low delay of communication network in power system provide more and more business opportunities for 5g technology. The process of 5g popularization may take more than ten years, during which scale effect and learning effect can help 5g technology continuously reduce the cost of equipment and system, and better meet and create new application scenarios in the power industry.

3. CONCLUSION

To sum up, the arrival of 5g era provides the key technology for the development of power system. How to apply 5g technology in power system in the future needs to combine with the development characteristics of Internet of things technology, and deeply apply it to power transmission, distribution, power generation and other rings, so as to improve power production efficiency and realize digital production.

REFERENCE

Research On Legal Supervision of Private Lending in China

Bing Gao
Zibo Vocational Institute, Zibo 255300, Shandong, China

Abstract: Private lending is a kind of private capital transfer mode corresponding to formal finance, which includes mutual lending between natural persons, natural persons and enterprises, and also calls for mutual lending between enterprises and other non-financial organizations. In our country, there are still some problems in the current private lending, such as the imperfect protection of the legal system, the lack of some systems and so on. To sum up, the author of this article provides a brief analysis on the legal supervision of private lending in China, which plays an important role in the improvement of the legal system of private lending.

Key words: Folk culture; To loan; Law; Research on supervision

1. INTRODUCTION
Private lending has been popular for a long time in China. In the early stage of comparison, the form of private lending is relatively simple, and the scope involved is relatively narrow, and the main body of lending is relatively simple. After the Ming and Qing Dynasties, it gradually developed and matured, and produced many new forms of private lending. Private lending has a certain historical heritage. The current form of private lending has developed many new types of lending on the basis of the tradition. All kinds of lending organizations are constantly developing, the number of participants in private lending is also increasing, and the form of guarantee is also developing. The treatment form of loan subject is also more legalized. However, there are still more or less problems to be solved in China's private lending, facing a lot of legal risks. For private lending, there is a lack of some specialized administrative agencies for the supervision of private lending, so there are some problems in the supervision of private lending at this stage. If we want private lending to get better development at present, we need to improve the legal supervision of private lending in China.

2. DEFINITION OF PRIVATE LENDING
The theory of private lending has a corresponding theoretical system with the formal financial lending. Some foreign staff call it informal financial system, which means that the way of lending has not been approved and supervised by the relevant national institutions, and does not belong to the trading activities in the provisions of the national financial law. China's relevant personnel in the study of private lending for a short time, and put forward many different views on private lending, one of which is that private lending refers to the behavior of civil law between citizens, between citizens and legal persons without the approval of the state's legal financial management institutions, but in accordance with the oral agreement of fund lending. In the process of this kind of loan, the borrower borrows his own property, and the borrower repays the money to the borrower on time in the originally agreed period. Another point of view is that private lending is outside the scope of formal financial organizations in rural areas without the approval of the government. This kind of lending generally exists in rural areas, and it is not related to the current development of our country. Some bachelors also roughly divide the current private lending into two categories according to the difference of borrowing subjects. The first category is the relatively simple use of borrowing, which is generally for the needs of life. The second category is the financing activities carried out by financial institutions in which market economy subjects need to spend money. The scope of this kind of private lending activities is relatively wide, and the forms of lending are also very diverse [1].

3. CLASSIFICATION OF PRIVATE LENDING
The classification of private lending refers to the overall classification of the forms of private lending under the current situation in China. Through different standards, we can classify private lending in different ways. At present, private lending can be roughly divided into four categories;

3.1 Illegal private lending and legal private lending
Private lending can be classified as illegal or legal according to the current financial laws and regulations in China. This kind of classification pays more attention to the legal nature of lending. Legal private lending, as the name suggests, is in line with China's financial laws and regulations. On the contrary, illegal private lending is not in line with China's financial laws and regulations. The legal private lending stipulated by the state is protected by the law, while the illegal private lending does not conform to the law. Once it is found out, both the borrower and the payee will be punished by the law. Under the high pressure of the current society, there will still be some illegal lending, such as some forms of usury. China has clear laws and regulations to prohibit usury, but there are still some enterprises or people who choose this illegal behavior, because the borrowers do not correctly understand the law and ignore the existence of the law [2].

3.2 Production and operation loans and life consumption loans
If the purpose of private lending as the main body is classified, it can be roughly divided into production and operation type or life consumption type. The production and operation type of loan generally refers to the loan made by citizens in order to expand their production and operation, broaden the scope of some business operations
to obtain greater benefits. The production and operation type borrowers can turn over their own operating funds through private loans. This type of loan generally requires higher interest. The life consumption type of loan is to solve some of the necessary family expenses of their families, such as the purchase of furniture, water, electricity, food and loans. Some families' monthly income can not support the overall consumption situation in life, so they have to carry out some loans to ease the pressure of the family.

3.3 Non interest private lending and interest bearing private lending

If the interest of private lending in China is classified, it can be classified as non interest and interest bearing private lending. Generally, the loan without interest exists between family members. This kind of loan only needs to pay the principal at the time of repayment, and does not need to pay more interest. Interest bearing private loans generally exist in the borrower may not be able to repay in a fixed period of time, and constitute an extended repayment, so there is a certain amount of interest [3].

3.4 Private lending with and without agreed repayment period

Through the classification of repayment period, it can be divided into agreed repayment period and non agreed repayment period. This kind of loan is to repay according to the specified date. If the repayment person does not repay according to the agreed time, he can go through the relevant legal procedures through the loan voucher signed at that time. If the repayment is not made in time, it will cause the borrower's own dishonesty. On the contrary, after repayment according to the repayment period, it will enhance the credibility of the individual, and it will be more convenient for the future if there is an unexpected situation to borrow money.

4. THE MAIN PROBLEMS IN THE LEGAL SUPERVISION OF PRIVATE LENDING IN CHINA

In today's era, there are still great management loopholes in the legal supervision system of private lending in China. Private lending lacks a special regulatory body, which leads to a vacuum in the supervision of private lending, and there is no corresponding administrative agency to supervise private lending. Private lending is growing in an open environment, regardless of the relevant institutions. Therefore, if we want to better develop the private lending, we must let the relevant institutions to strictly supervise the private lending system, and send special personnel to regularly review the credit level of borrowers and lenders.

5. CONCLUSION

To sum up, there are still large and small problems in China's current private lending, which requires the relevant institutions and personnel to pay more attention to the form of private lending, and strengthened the supervision, so that private lending can develop healthily and continuously, and provide the protection of interests for people's life.

REFERENCE

Abstract: With the continuous development of social economy, the domestic education industry strengthens the education and management of students, pays attention to training students' learning ability and comprehensive quality, and increases the education management of Ideological and political courses, which helps to guide students to establish correct values of life. As for the teaching management of English subjects in higher vocational colleges, teachers should consider the age characteristics of students and the combination of Ideological and political teaching contents, so as to effectively improve the quality and efficiency of higher vocational education and realize the effective cultivation of students' moral literacy and English level. This paper mainly analyzes the development of Ideological and political teaching reform in English curriculum in higher vocational colleges, and the results are only for reference.

Key words: Higher vocational education; English; Ideological and political education of curriculum; Reform in education; Practice

1. INTRODUCTION
In modern society, higher vocational colleges are an important place for society to cultivate comprehensive professional talents. For the education and management of English course in higher vocational colleges, teachers should strengthen the in-depth exploration of teaching content and increase the application of Ideological and political education, which can promote the diversified development of higher vocational education and realize the high-quality development of domestic education industry. As for the teaching research of English in higher vocational colleges, the content arrangement of English courses focuses on the occupation category, mainly considering the scope of students' use of English in the society. At the same time, in the learning of English language, increasing the understanding of western culture can effectively realize students' correct use of English language and avoid the infiltration of western consciousness into students' thoughts, So as to achieve the educational goal of moral education.

2. THE SIGNIFICANCE OF HIGHER VOCATIONAL ENGLISH "IDEOLOGICAL AND POLITICAL COURSE" TEACHING
In terms of educational design of English courses in higher vocational colleges, we can strengthen the education management of Ideological and political education, effectively cultivate comprehensive high-quality talents in line with the new era, ensure that the morality and values of talents are correct, and have high professional strength and comprehensive quality, which can not only enhance the social value of talents, It can also play an important role in the development of social and economic system. For the education and management of English subjects in higher vocational colleges, teachers can increase the teaching arrangement of Ideological and political courses, so that students can absorb new knowledge, complete the high-quality education and management of Ideological and political, and guide students to establish a correct outlook on life and values.

Under the promotion of the new curriculum reform and development, higher vocational colleges increase the combination of Ideological and political courses in education innovation and design. In the actual teaching process, teachers need to consider comprehensively according to the course content, and adopt relevant cases or teaching modes to increase the effective application of Ideological and political education elements, It can effectively promote the comprehensive development of Ideological and Political Curriculum [1].

3. HIGHER VOCATIONAL ENGLISH "IDEOLOGICAL AND POLITICAL" TEACHING PRACTICE PATH
3.1 Strengthen the combination and development between language and values
For the education and management of English Curriculum in higher vocational colleges, teachers should increase the relevant design of Ideological and political curriculum, increase the commonality between them, and promote the professional development of Ideological and political curriculum. Through the investigation of the development of the education industry in higher vocational colleges, it is found that English and ideological and political courses are compulsory subjects for the development of education. Therefore, teachers need to strengthen the design and research of teaching activities and modes to ensure the effective use of Ideological and political education ideas in English classroom. For example, in the education and development of English curriculum, teachers carry out the education of words, grammar and other contents, while teachers use English articles with cultural literacy, value and other types to expand students' vocabulary and grammar knowledge, realize the expansion and mastery of students' knowledge content, and feel the cultural quality and connotation expressed in the articles, It plays an important role in setting up students' Outlook on life [2].

3.2 Make clear the direction and content of Higher Vocational English teaching
In the development of English Curriculum Education in higher vocational colleges, the combination of Ideological and political education can be achieved by making clear the direction and content of English Teaching in higher vocational colleges. Therefore, higher vocational colleges need to adhere to the party's leadership policy in terms of education development and College Governance. In the process of the development of higher vocational education, we need to pay more attention to the students' learning concept, so as to ensure that students can understand and master the teaching focus and content in the process of the implementation of Ideological and political education, so as to realize the effective education of students' English and ideological and political education.

4. ENHANCE ENGLISH TEACHERS' AWARENESS OF PRACTICAL TEACHING
With regard to the education and management of English subjects in higher vocational colleges, teachers need to change the traditional teaching ideas and forms, increase the attention and understanding of students' moral sentiment and personality quality, and ensure that teachers can use their own practical teaching ability to achieve the ideological influence and education of students in the process of English curriculum design and development, so as to reflect the importance of the development of Ideological and political education. In terms of educational development of English teaching content, English teachers can increase appreciation and reading of foreign articles, guide students to get a certain degree of understanding of foreign culture and thoughts, and then use ideological and political education to strengthen the analysis and research of students' thoughts, and guide students to establish a correct outlook on life and values, and then promote the high-quality development of Higher Vocational Education [3].

For example, for example, for the study of "better a trap, not asked." sentences, teachers first ask students to translate independently, be able to check the vocabulary storage of students and cultivate students' learning autonomy. Then the teacher tells students that the meaning of the sentence is "better to be a vagrant than to be a slave of the country.", And with the students know the story of the war of resistance, stimulate the students' patriotic feelings, and then complete the correct guidance to students' ideological aspects. Therefore, the development of English curriculum education can be achieved by using relevant authentic allusions, and the effective cultivation of students' patriotic feelings and personality qualities can be realized, which can ensure the students to sublimate their thoughts while learning language knowledge.

5. STRENGTHEN THE INNOVATION MANAGEMENT OF TEACHING MODE
For the development of English Curriculum in vocational colleges, teachers need to strengthen the innovative management of teaching mode. By clarifying students as the main body of teaching activities, adopting the way of practical activities, increasing students' participation in the classroom, and training students' learning ability and comprehensive quality, will help to cultivate students' learning enthusiasm and autonomy, Then complete the overall management of students [4]. For example, in the process of English Teaching in vocational colleges, teachers can use the form of community within the school to let students read the philosophical books in English version, then speak in the reading report meeting, and express their own ideas, and can effectively realize the guidance on students' ideas, such as the study of Marxist ideas in citation version, It can reflect the foreign views on Marxism, guide students to complete the correct establishment of life values, and then reflect the importance of the application of Ideological and political education in English curriculum.

6. CONCLUSION
To sum up, under the influence of the social economy and the innovation and development of the times, the domestic education industry strengthens the innovation research on the teaching concept and mode, can use a more professional and comprehensive way of education design, can effectively enhance the enthusiasm and autonomy of students, and help to promote the professional development of students. In view of the educational development of Higher Vocational English curriculum, teachers can combine ideological and political teaching methods to promote students' English level and realize the cultivation and guidance of students' psychology and values, so as to achieve the development goal of higher vocational education.

REFERENCE
The Status of Strengthening the Application of Sports Equipment in The Construction of Urban Public Space

Yingying Guo
Huanghe Jiaotong University, Jiaozuo, Henan, China

Abstract: With the continuous acceleration of China's modernization process, China pays great attention to the promotion process of the national fitness cause in the current social construction. Based on this, this paper makes an in-depth study on the planning of its sports public resources and the application of its sports equipment, and makes clear the development needs of the current social development for this kind of sports public facilities. At the same time, it puts forward the specific path of future development and planning, so as to help the relevant urban planning staff to provide certain opinions and suggestions.

Keywords: Modern society; Urbanization construction; Public space; Sports equipment; Public resource

1. INTRODUCTION

In the long-term development of China, with the modernization construction, the city and countryside in China have undergone fundamental changes, so as to improve the quality of life of the people. In the past century of reform, China has been invaded by the powers, which has formed a tortuous development path, especially the importance of the people's physical health. Especially after entering the 21st century, more attention has been paid to physical training and reasonable planning for the allocation of sports resources, so as to meet the needs of people in life.

2. NEW REQUIREMENTS FOR PUBLIC RESOURCE ALLOCATION IN THE PROCESS OF URBANIZATION CONSTRUCTION

In the current urbanization construction, it is a construction mode based on economic development and people's life as the center. Therefore, influenced by these two factors, a more complex system engineering is constructed, and it has the characteristics of dynamic and multi-dimensional. With the continuous improvement of population quantity in China, and the fluctuation of population flow and structure, the economic structure of our country has changed a certain degree. In the long-term development, various industries have also undergone comprehensive upgrading and optimization. In this development process, it also further promotes the improvement of population quality in China. Therefore, in such a social context, it provides a new requirement for its sports public resources.

2.1 Diversity demand under the supply of sports public resources

In the process of urbanization construction, based on different social groups, in the process of participating in sports activities, there are always different contents in the purpose, conditions and actual needs, even in time and other aspects. This is because in the process of the construction of modern cities, it is also a process of urbanization, which will lead to some changes in the natural and social attributes of society. Therefore, in the process of urbanization, it is necessary to make its sports public resources show diversity characteristics, so as to further meet the needs of people in the society. In the past, we should make clear that the development of current culture is based on the social stratification angle and find out. For the acquisition of sports public resources, people will have different development needs based on different cultural structures. Especially in the process of urban modernization, people have different needs for sports fitness activities. Therefore, in order to provide people with a good public space for sports, we should make a difference analysis according to different needs, such as designing fitness equipment that meets the needs.

2.2 Demand for sufficient supply of public resources under Urbanization

In the process of urbanization construction, there will be some changes in social phenomena, such as the continuous expansion of population size, which makes sports public resources show the characteristics of exclusiveness and scarcity. Although the public goods have the same attributes in the aspects of traffic back, medical care and educational resources, the crowding effect will be more and more prominent with the increase of population age level. Secondly, it also needs the guidance of the awareness of "national health" in the current society, which makes it necessary to further improve the public sports facilities in the city. In addition, in the process of urban modernization, especially under the support of sports public resources, in order to get a better economy, we must guarantee that there is sufficient funds in the construction, so that we can realize that there is a reliable fund dependence in the construction of various sports resources.

2.3 Reasonable sports planning under Urbanization

In the current development and construction of our country, especially in the city sports public service, there are new requirements. Therefore, in the process of new urbanization construction, it is necessary to investigate the actual sports needs of the current urban population, so as to realize the reasonable allocation of public resources to the greatest extent based on the perspective of demand, so as to formulate sufficient planning space. In addition, in the process of rational allocation of its public resources,
we should also analyze the accessibility and accessibility of its public resources, so as to meet people's needs. Let every citizen provide applied sports rights. This kind of space allocation of sports public resources, but also to further meet the actual needs of residents for residential distribution, in order to ensure that people can in the process of development, its public resources can be fully utilized, in order to form a shared development model.

3. THE APPLICATION STATUS OF SPORTS EQUIPMENT IN URBAN PUBLIC SPACE

3.1 Dislocation of supply and demand of sports public resources

After the comprehensive reform and the effective implementation of family planning, China has entered a high-speed stage of economic development, but it also makes the population structure of our country appear a certain aging trend, so there are more and more elderly people in the current population structure of our country. In the past, the relevant surveys found that the young elderly accounted for the vast proportion of the elderly population in China. In this way, the population structure has been transferred to the city, so there are a large number of "empty nesters". Therefore, how to solve the physical and mental health problems of the elderly has become a serious problem for the future development of the city. Therefore, in order to fully protect the elderly, we need to improve the health of the elderly, so as to promote the stable development of society. With the vigorous development and construction of China's sports industry, it is necessary to carry out the market-oriented development of sports resources, so as to fully meet the sports needs of the elderly, so as to fully ensure that in the future development and construction, we can realize the diversification of building methods. In the construction of some sports space, there should be a sufficient number of fitness equipment, in order to provide all kinds of emotional needs for the elderly. In such a public sports exercise, can be very good for the elderly can get the actual needs of health. Therefore, in the current planning, we can start to effectively realize the design and layout of sports equipment based on the supply and demand structure. However, in the process of China's current development, the form of capital chasing profit in the form of market makes it impossible to meet the actual needs of the elderly in the construction and layout of many sports public resources. Instead, it focuses on some young people, which will directly lead to the lack of a good balance in the use of public resources. Therefore, in the process of urban planning, most of the local governments build some stadiums, which have the problems of low utilization rate and long distance with the public. In addition, the charging standard is also unreasonable. Only from the perspective of market efficiency, they plan their construction sites. Moreover, although there are some venues close to residential areas, in the construction of their sports venues, they often show the characteristics of single fitness function and single consumer group. In the process of allocation of such sports public resources, there are some contradictions in their structure. In the construction of many large stadiums and gymnasia, they often serve some competitions and large-scale performances, so they can not serve the local people well. Such stadiums and gymnasiu will have the problem of insufficient service, which seriously affects the use of various sports equipment.

3.2 Urbanization leads to insufficient supply of public sports resources

In the past urban development, the lack of existing sports equipment and sports venues has always been an important constraint on the development of mass sports in China. In some developed countries, the per capita sports equipment and area has a big gap with China. However, in China's large-scale venue construction, it has reached the first in the world. However, this type of sports only provides competitive sports services, and can not radiate to all age structures of the whole society, so it will lead to the general residents can not enjoy their sports services very well. At the same time, in China's fifth census, we found that the current urban sports area, as well as the sports area in cities and towns, should be increased by more than 40% compared with the last census, so it shows a good trend, and this growth rate is completely faster than the population growth rate. However, due to the influence of urban employment income and education resources, the supply-demand relationship of sports public resources is still facing contradictory problems in the construction of some eastern coastal cities and some developed cities in the central region, There is a big gap in the construction of sports resources, which will lead to the imbalance of the overall development of our country.

3.3 The distribution of urban residential areas and sports public resources are not coordinated

In the current process of urban sports public resources spatial planning, many cities have not combined with the actual spatial distribution of residential areas to achieve comprehensive analysis and layout, which will lead to a certain dislocation between urban residents and sports public resources. After this kind of dislocation appears, it will directly lead to the lack of a good balance in the use of public resources. At present, in the process of urban planning, most of the local governments build some stadiums, which have the problems of low utilization rate and long distance with the public. In addition, the charging standard is also unreasonable. Only from the perspective of market efficiency, they plan their construction sites. Moreover, although there are some venues close to residential areas, in the construction of their sports venues, they often show the characteristics of single fitness function and single consumer group. In the process of allocation of such sports public resources, there are some contradictions in their structure. In the construction of many large stadiums and gymnasiu, they often serve some competitions and large-scale performances, so they can not serve the local people well. Such stadiums and gymnasiu will have the problem of insufficient service, which seriously affects the use of various sports equipment.

4. STRENGTHEN THE CONSTRUCTION OF URBAN PUBLIC SPACE SPORTS EQUIPMENT

4.1 Improve relevant laws and regulations

In the current development of our country, although in the construction process of some sports facilities, many relevant laws have been formulated, but in the actual implementation process, for some sports cultural facilities management, there are some problems of imperfect laws and regulations. Therefore, in order to ensure that in the future construction process, we can improve the management of sports cultural facilities, we need to further improve the relevant laws and regulations, so as to ensure that public cultural sports equipment can be used in the process of improving the utilization rate, and effectively avoid some damage problems. However, in the long-term development, due to the lack of utilization of resources in sports and cultural facilities, and the lack of relevant capital investment, it will lead to the development of sports and cultural facilities, can not
In the process of planning and construction of cultural entertainment facilities, it is often necessary to meet the development needs of the proposed culture to the greatest extent based on the reasonable economic characteristics, such as based on the reasonable economic and price. Under such a mode of operation, social benefits can be created as well as considerable economic benefits. Therefore, in the process of improvement of the relevant laws and regulations, first of all, we need to improve the overall utilization rate of sports and cultural facilities, and at the same time, we need to clarify the responsible units of the relevant facilities, and then we can well clarify the actual use of the current sports and cultural facilities. Secondly, it also needs the local government to formulate clear starting rules, so that it can fully protect the various sports equipment in the process of investment, and timely guarantee the funds in place. In addition, in the maintenance of sports cultural facilities, we also need to make clear the specific system and regulations, so as to ensure that sports equipment can play a sustainable role and value. Finally, we need to increase the investment of funds in the current sports and cultural fitness equipment and facilities investment, so as to fully guarantee the current sports and cultural facilities construction, which can well meet the implementation of laws and regulations. Therefore, we need to introduce a series of relevant provisions that can meet the current sports public facilities construction and operation and maintenance. Only in this way can we strengthen the utilization rate of sports equipment in China.

4.2 Reasonable planning of stadium and sports entertainment facilities
In the process of planning and construction of cultural facilities, it is often necessary to meet the development needs of the proposed culture to the greatest extent based on the design, management, operation and use. In the process of design, it is necessary to combine the actual situation of local community and residential area to form a small and multifunctional sports and cultural fitness place. This is because for the medium and small-sized sports culture for a long time and the use of equipment, more in line with the actual needs of residents, but also can be targeted for different groups of people, to achieve targeted layout. The planning of such equipment and venues has greatly improved the utilization of various facilities, so it has gradually become an important content of urban sports space planning. Secondly, it is necessary to ensure the overall planning of the current urban sports public space, to show diversified investment characteristics, such as based on the reasonable economic management mode in market regulations, to fully guarantee the construction of stadiums and stadiums, to the greatest extent, to meet the needs of people for various sports services by using scientific and reasonable services and price. Under such a mode of operation, social benefits can be created as well as considerable economic benefits.

4.3 Reasonable layout
In the planning of some high-income areas in the city, the utilization rate of land is often high, and the land price is relatively expensive. Therefore, in the current process of the use and layout of sports equipment, it is necessary to use more small and medium-sized facilities based on the reasonable layout, so as to fully meet the relevant construction of sports venues. In addition, we need to actively promote individual, collective and national diversified investment. For example, in the layout of the city, fitness green space environment can be set up, which can form a good place for leisure and entertainment, so as to drive the development and construction of some surrounding industries.

4.4 Design of public sports space
In the current construction of mass sports and cultural facilities, it is often necessary to have some necessary hardware facilities to meet the sports and leisure needs of citizens, so it is necessary to fully meet the needs of cultural and leisure activities among all walks of life. At the same time, in the construction of stadiums and stadiums, it should also be able to show a good concentration and diversity of development needs. In addition, we need to present the characteristics of human culture construction in the actual construction.

5. CONCLUSION
To sum up, in order to fully ensure that people can improve the utilization rate of sports equipment, it is necessary to carry out a scientific and reasonable layout of sports public space, and improve the degree of investment, so as to ensure that in the modern urban construction, a scientific and reasonable sports public space can be formed to meet people's needs.

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Address and tel: He Shuo Campus, Huanghe Jiaotong University, Wuzhi County, Jiaozuo City, Henan Province.

REFERENCE
On The Application and Innovation of New Media in College Student Management and Party Construction

Hongsi Han, Yongfeng Deng
The Open University of Shaanxi, Xian, Shaanxi, China

Abstract: Now is the Internet age, among which wechat and microblog are two communication tools deeply loved by college students, with strong penetration and influence, which has laid a guarantee for the ideological and behavioral. As an ideological and political worker, during the teaching period, we should use these new media tools to spread and shape our thoughts, so as to achieve external transmission and innovate the party building work.

Key words: Microblog; WeChat; Student management; Party building; Innovate

1. INTRODUCTION

In recent years, the number of microblog and wechat users has gradually increased, and they are deeply loved by young users. It can be seen that the new media model has penetrated into students’ life and learning. Here we need to think about whether these new products can be added to the management work and Party building innovation.

2. THE SPECIFIC APPLICATION OF MICROBLOG IN THE EXTERNAL COMMUNICATION OF IDEOLOGICAL EDUCATION IN COLLEGES AND UNIVERSITIES

As an Internet information transmission platform, microblog has the advantage of freedom of speech, so it attracts a large number of users, including college students. At this time, it provides an opportunity for ideological educators in Colleges and universities to spread ideas in the form of new media, which can attract students to watch and understand. Moreover, the characteristic of microblog is freedom of speech, which can publish their own opinions. College students like to interact on the platform, and educators can also use it as a medium for ideological dissemination. On the one hand, educators collect students’ opinions and ideas. As the key of microblog content topic, students can comment or forward below. This is an important way of information dissemination, so colleges and universities can work efficiently. On the other hand, micro blog is also a platform for sharing personal life. Colleges and universities can pay attention to the micro blog dynamics of students and master the recent situation of students. In this case, it is more targeted for Ideological Education [1].

It can be seen that microblog has obvious advantages and can become the main media for college students' management and ideological communication. Therefore, relevant workers can serve students through the following aspects:

2.1 Microblog topic oriented

The ideological education work must be carried out after the topic is determined. Here, workers use the form of small and long articles to release topics related to thought and management, so as to strengthen the interaction with students and open up ways of sharing. Specific topics can be set as "the truth of life", "party building work", "party affairs open", "hot news" and so on. In short, they can promote students’ thinking. Or the establishment of micro blog platform between hospitals, sharing daily activities, members' voice and other content on it, establishing this way can strengthen the ideological guidance again.

2.2 Using microblog to strengthen the psychological guidance of College Students

It is also very necessary to establish a platform related to psychological consultation in micro blog, because micro blog has the function of private message and comment, which is convenient for students to choose independently. If they choose the comment function, students can express their opinions and opinions here, and promote the exchange of ideas. Through this way, educators can timely grasp the students’ ideological trends, and can carry out targeted education. Secondly, it is about the private letter problem. After the students express their psychological problems, educators should dredge them in time. In their daily work, they should also collect the psychological problems of college students, or some mental health knowledge, so as to give full play to the maximum effect of micro blog.

2.3 Using microblog to innovate the form of Party building and Ideological Education

The application of microblog can be regarded as a good way to innovate the party building work and open up a new platform. In the past, the party building work of educators was carried out by on-the-spot discussions, organization meetings, publications and other activities, which was too backward and could not attract the attention of students. In the future work, the party construction workers in Colleges and universities need to innovate the mechanism, take "micro journal" as the theme, collect the content related to the overall party construction, so as to attract students and improve the timeliness. At the same time, the role of microblog is more than that. It can create an electronic bulletin board to spread ideas. The content can be the latest party building work, or the content related to Party member training; The microblog of Party members can be supervised, and some information can be forwarded or published to the personnel within the Party branch, which can be displayed to the masses in time, and the opinions of the masses can be viewed. This is to strengthen supervision, so as to restrict the behavior of...
relevant personnel [2].

3. THE APPLICATION OF WECHAT IN THE INTERNAL WORK MANAGEMENT OF COLLEGE STUDENTS

Wechat, which is also popular with young people, was founded in 2011. It has been decades since it was founded, and has attracted a large number of users or essential software for mobile phones. Its features are: group chat, voice, video, sharing text and pictures, etc. It combines SMS and im functions, and wechat has a high safety factor. As a new type of communication software, wechat can communicate in it, improve the efficiency of work, and ensure timely communication. Compared with microblog, wechat has more advantages. In other words, the two softwares have different functional focuses. Depending on personal preferences, wechat has higher privacy in sharing daily life, because only friends can see it.

In today's era, wechat is deeply loved by college students, and also provides great convenience for the ideological education and management of colleges and universities. It can improve the efficiency of management, strengthen the management of students, and has far-reaching significance for the development of Ideological and political work. Similarly, it provides a new way for internal management.

Establish wechat groups of different modes, such as associations, classes, etc., to become a link of communication. With the creation of these group chats, the members can receive the information released by the managers, or communicate with each other, thus enhancing the management efficiency. When the information is released, members can express their opinions, and voice can express their thoughts more clearly. Or in case of emergency, the wechat group should be used to inform members in time to avoid major problems.

As for the establishment of horizontal activity group, it forms a platform to facilitate communication and improve the backward way of communication. There are many jobs in the student management meeting, such as teaching, grants and so on. Different communication groups can be constructed in different ways to classify the work of students, so as to effectively subdivide the work and solve problems as soon as possible.

Wechat also has the function of a public platform. Colleges and universities can take the opportunity to build an authoritative and effective platform. In addition, wechat has a custom message function, which can filter invalid messages. In this mode, educators' work efficiency can be improved. In the real work of colleges and universities, internal staff are used to using QQ group mail to release information, but this form has disadvantages, such as e-mail bombing, wrong information sending and so on. And according to the students' reflection, QQ group mail is very inconvenient, because it needs to find out the symmetrical content in a large amount of information, which is more troublesome and will reduce the efficiency. But combined with the wechat custom function, this problem can be solved. Students can find out the files in time through the function of replying to relevant words, which is convenient and fast. Some students of the student union can bind with wechat group through the public platform. In this case, browsing is faster.

4. CONCLUSION

To sum up, it is a brief analysis of the application and innovation of new media in college student management and Party construction. In view of the above discussion, it can be seen that the two new media modes of micro blog and micro blog have their own characteristics and advantages, and are deeply loved and widely used by college students. Therefore, in the next work, educators should combine the two modes of micro blog and micro blog for management and thought dissemination. Through the above elaboration, we find that the effect of microblog used to spread ideas is good, and the addition of innovative mechanism can effectively play the role of Party building work; Wechat is suitable for management mode and can achieve efficient work.

REFERENCE


Research On the Application of Computer Software Development Technology

Na Liu
Zibo Vocational Institute, Human Resources Office, Zibo 255314, Shandong, China

Abstract: Software development technology is the key factor in the development of computer technology, which affects the prospects of computer, and also relates to the progress of the whole social production and life and all walks of life. This paper discusses the current situation of computer software development in China, and puts forward the unsolved problems. Through the analysis of computer software development technology and its application, we can better understand the important role of computer software development technology.

Key words: Computer; Software development; Technology application

1. INTRODUCTION
China's computer industry is widely used in various fields, with the development of computer software technology to improve people's production efficiency and quality of life, has received more and more attention. At present, the achievements of computer software development in China are gratifying, but there are still some shortcomings. We should not only fully understand the relevant technology of computer software development and breakthrough achievements in various fields, but also lay a good foundation for its sustainable development.

2. CURRENT SITUATION OF COMPUTER SOFTWARE DEVELOPMENT TECHNOLOGY

2.1 Lack of core technology
Compared with developed countries, China's computer software development technology starts late, the software level is not high, and the core technology is mostly monopolized by other countries. At present, independent research and development of core technology is the main problem of computer software development. For example, some commonly used office, design and editing software use foreign software, such as Adobe Premiere, Adobe photo shop and so on, which limits the application and development of many technologies. There are also phenomena of copying, copying and sinicizing foreign software, It leads to the frequent occurrence of software development quality problems.

2.2 The product system needs to be improved
The research shows that due to the lack of core technology, the whole structure of computer software needs to be improved in the process of product development, and it is difficult to form core brand technology. The development cycle of technical personnel is long, which can not provide technical support and is limited by many conditions. In the product development system, the protection of property rights is also a very difficult problem, and the software design environment is not friendly to product development.

2.3 Lack of professionals
At present, there are a large number of basic software developers in China, but there are few high-end software development teams. Most of the workers engaged in software development industry are from major professional colleges. However, to develop a software, not only the IT knowledge learned in the classroom, but also the personal quality, innovation driving ability and project practice ability of developers are tested. At present, China is in a relatively weak state. Training professionals requires long-term investment. Due to the economic benefits, many software development companies gradually reduce the cost of development investment. In the long run, it is not conducive to the cultivation of professionals.

3. ANALYSIS OF COMMON DEVELOPMENT TECHNOLOGY OF COMPUTER SOFTWARE

3.1 Java
Java is a computer programming language technology with rich functions and easy operation. It is also a widely used software development technology. Java is generally used to write embedded software systems, distributed software systems, and web applications. Especially in the development of Android applications, it plays an important role in the function and operation of smart phones. It is the basis of building a web framework. Represented by national defense websites, education websites, and medical websites, Java has many advantages and wide development and application space.

3.2 Net and web application design
Net is a computer software development platform developed by Microsoft, which can provide cross language programming with fast running speed and stronger compatibility. On the basis of Net, software developers can build web applications to provide front-end development, back-end development and server-side development for programs. Application software programming, web page program development, web page design and maintenance and other industries need web to provide technical support.

3.3 PHP
PHP, also known as hypertext preprocessor, has the advantages of Java and C language, aiming at static page generation, database and cache. PHP technology is easy to enter, faster development speed, can greatly reduce the cost of development, shorten the cycle of computer software development process, improve the efficiency of development.

3.4 Visual programming
Compared with the traditional code programming, visual programming can see the results at any time through...
intuitive operating procedures. According to the functions and plug-ins of the development software, the programmer completes the design of the application software, simplifies the code, and improves the efficiency of programming [1].

4. BREAKTHROUGH AREAS OF COMPUTER SOFTWARE DEVELOPMENT TECHNOLOGY APPLICATION

4.1 Application in communication technology and security

With the upgrading of 4G network to 5g network, the communication industry as the infrastructure of our country has developed rapidly, and the need for computer software technology is becoming more and more urgent. One belt, one road, and the G20 summit are all supported by the continuous improvement of software development technology. It not only makes communication and communication more convenient, but also ensures the efficiency of our logistics industry. With the information circulation, big data analysis and cloud storage technology are also applied to all aspects of life and production. The wide use of Baidu Internet disk and fly me cloud accelerates the arrival of data flow era. At the same time, the information security problems can not be underestimated. The data transmission and information storage are also facing the test of security. Therefore, there is still a great space for the development of computer software in the field of encryption security.

4.2 Application in Education

In the past education process, school education is the main way, teachers are the dominant course. With the development of computer software development, Internet online education has been improving. In 2020, because of COVID-19, primary school teaching and learning activities have been transferred to online. 5G upgrading will promote internet education to people. With the support of software development technology, more and more students and parents can learn by personalized customization, no longer limited by time and space, and teachers can also carry out teaching tasks more targeted, which becomes a new way for teachers and students to share and transmit knowledge. It can be seen that the application of computer software technology has promoted the development of education in China, breaking the multiple restrictions such as uneven distribution of educational resources and uneven level caused by many factors.

4.3 Application in medical technology

The development technology of computer software is applied in medical industry, which can not only realize the automation of hospital business processing, the management of electronic medical records, but also improve the efficiency of clinical impact inspection and image and text information storage.

The computer software development technology can also capture the motion information and limb feedback of the object by means of sensor technology to realize telemedicine. This is the innovation of software technology in the development and application of virtual technology, which can reduce the failure rate of patients’ operation, greatly improve the efficiency of doctor service and the training and teaching effect of Medical College, make the distribution of medical resources more reasonable, average and promote industrial reform and rapid development, benefit more patients and improve the existing medical system in China.

4.4 Application in commercial operation

The rapid development of social economy in China is inseparable from the wide application of various advanced computer software development technologies in commercial operation. For example, before many food enterprises list new products, they need not only to analyze the taste preferences and product packaging of target customers through computer software technology, but also collect and sort out the relevant information with other competing products. Only by meeting the market demand and increasing economic benefits can we meet the needs of the market; Portal websites and app such as video, shopping, search engine and other websites can not be separated from big data provided by software development technology to ensure the accuracy of relevant recommendation information, improve the work efficiency of enterprises and promote the improvement of economic benefits.

5. CONCLUSION

To sum up, at present, in the process of software technology development in China, there are still limitations in core technology, product system, and professional talents. Improving innovation awareness, optimizing structure, and personnel training will be an important direction for the future development of software development engineering. With the advent of the era of science and technology, the application of computer technology in production and life has made a breakthrough, but we still need to pay attention to software development and application, and consolidate the construction of science and technology and information in our country.

REFERENCE


The Implementation of Research Teaching Mode in The History Teaching of Colleges and Universities

Yabo Mei
Yunnan University of Business Management, Kunming, Yunnan 650000, China

Abstract: With the popularization of comprehensive quality education in China, the development of education has been stable, the development ideas and indicators of colleges and universities are gradually unified, and efforts are made to develop in an all-round way. In order to respond to the strong call of the state to quality education, most universities have begun to try to apply research-based teaching mode, change the traditional classroom teaching system, steadily improve the efficiency of historical teaching in Colleges and universities, and promote the overall development of students and teachers.

Key words: Research teaching; Teaching mode; Colleges and universities; History Teaching

1. INTRODUCTION
Since China's education has entered the innovation stage, many colleges and universities have begun to try to change the history classroom teaching system, make use of the existing teaching resources, continuously optimize the history teaching program, innovate the teaching mode, strengthen the communication between teachers and students, increase the number of classroom activities and after class activities, and re-formulate the evaluation and assessment combined with the quality education standards, effectively improve the efficiency and quality of history classroom teaching in Colleges and universities, and cultivate students' good core literacy.

2. ON THE RESEARCH TEACHING MODE
Since the reform and opening up, all kinds of new teaching concepts have been integrated into the domestic education market, which has impacted the traditional education system and provided more opportunities for the innovation and development of education. However, education still needs to face more severe challenges while ushering in development opportunities. As one of the educational products of the new era, research-based teaching mode is one of the most efficient classroom teaching methods in China, but there are few educational institutions that can give full play to the real role of research-based teaching mode in China.

Specifically, the core idea of research-based teaching mode is cooperative inquiry, in which teachers guide students to communicate effectively in groups, so as to achieve emotional and cognitive resonance and achieve teaching objectives more efficiently. In the actual teaching process, research-based teaching mode can be divided into problem situation, practical experience and achievement display. These three steps are closely linked, and the rhythm is compact. Therefore, teachers should attach great importance to any link [1].

3. ANALYSIS OF THE POSITIVE EFFECT OF RESEARCH TEACHING IN HISTORY TEACHING IN COLLEGES AND UNIVERSITIES
3.1 Contribute to the improvement of learning efficiency
In recent years, the concept of comprehensive quality education has been deeply infiltrated into the domestic education. Most colleges and universities gradually abandon the traditional teaching mode such as "cramming", try to practice the research-based teaching mode in history teaching, transfer more work energy to the students, and emphasize the importance of self-learning, self-learning and self-learning cooperative inquiry and independent thinking can cultivate students' excellent learning ability and good learning habits, promote students' in-depth understanding of key and difficult knowledge, and help them master knowledge.

3.2 Contribute to the improvement of ideological quality
Based on the development background of the new era, the actual demand for compound talents in the current society is increasing day by day, so the work pressure of domestic colleges and universities is increasing, which not only needs to improve students' professional ability, but also needs to cultivate students' good comprehensive quality, so as to form a noble social morality and collective sense of honor. The application of research-based teaching in college history class can effectively improve students' ideological quality and set up a good social moral flaunt in students' hearts.

3.3 Help to establish correct concept
In recent years, the new curriculum standard has brought a significant positive impact on the development of education. Its content once pointed out that "the history discipline should expand the scope of knowledge, pay attention to the analysis of historical development clues, require a preliminary understanding of the basic laws of social development, and sort out the correct historical concept, and make contributions to social construction through continuous improvement of self". Through this sentence, we can see that history teaching in Colleges and universities should follow the historical facts, and explore the beautiful self quality, so as to make contributions to the sustainable development of society [2].

4. EXPLORE THE APPLICATION SCHEME OF UNIVERSITY HISTORY TEACHING TO RESEARCH TEACHING
4.1 Optimize the teaching plan and innovate the teaching plan
In order to effectively improve the efficiency of history
classroom teaching in Colleges and universities, teachers should first optimize the teaching plan, abandon the outdated teaching concept, use new teaching ideas, timely update the content and framework of the teaching plan, and improve the students' enthusiasm for learning history. In fact, any teaching activity should be carried out with the teaching plan as the core and the students as the main body. Therefore, teachers should find more suitable teaching content for students instead of facilitating their own teaching behavior and reducing the quality of teaching.

4.2 Strengthen the communication between teachers and students and carry out inquiry activities

As we all know, no matter which subject teaching activities, all need effective communication between teachers and students. Friendly teacher-student relationship is the key to improve teaching efficiency and quality. Therefore, history teaching in Colleges and universities should also pay full attention to the establishment of friendly communication between teachers and students. On the other hand, in addition to classroom teaching activities, interesting after class inquiry activities are also the main means to improve students' interest in learning. Compared with indoctrination teaching, inquiry teaching activities are obviously more efficient.

4.3 Pay attention to evaluation and assessment, and improve the education of teachers and students

In order to fully reflect the positive effect of research teaching mode in classroom teaching, educators must attach great importance to the innovation of evaluation and assessment mechanism. Based on the analysis of the current situation of the development of domestic education, colleges and universities should try to adopt diversified evaluation and innovation methods, change the traditional examination system of exam oriented education, abandon the form of "only see the results", broaden the assessment content, including the quality, physique and psychological quality of students, so as to promote the comprehensive development of students' morality, wisdom, physical and physical beauty.

5. THE UTILITY OBSERVATION OF RESEARCH TEACHING MODE IN THE HISTORY TEACHING OF COLLEGES AND UNIVERSITIES

With the application of research-based teaching mode in college history teaching, the following advantages are gradually highlighted. First, correct the traditional classroom status and return the students' classroom dominant position. Compared with the traditional classroom teaching, research-based teaching changes the methods of "cramming" teaching and "indoctrination" teaching, puts more teaching focus on students, gives full play to their guiding role, and enables students to explore and fully understand the important and difficult historical knowledge in groups or autonomous forms.

Second, the research-based teaching mode helps to improve the comprehensive quality of students. In the actual research-based teaching, teachers often eliminate the previous questions and standard answers, providing a broader space environment for students' jumping thinking. The answers obtained by students after flying their thinking are often more unexpected than teachers' expectations, and even the answers of students are better than the answers of traditional questions. Based on this, the research teaching mode of "daily accumulation + teacher guidance" is more conducive to the improvement of students' ideological quality.

The research-oriented teaching mode can help students form noble social morality and personality besides returning the students' dominant position and improving their ideological quality. In research-based teaching, students can clearly feel the difficulty of scientific labor through in-depth exploration and research of the subject. During this period, teachers should try to guide students to establish a correct world outlook, outlook on life and values, and cultivate students' sense of social responsibility and collective honor, so as to improve the cohesion of the class.

6. CONCLUSION

To sum up, there are many problems in history teaching in domestic colleges and universities, which always affect the efficiency and quality of history teaching in Colleges and universities. In order to effectively solve these negative problems, we must timely quote the research-based teaching mode, innovate the content structure of the teaching scheme, change the dominant position of classroom teaching, and guide students to explore the key and difficult knowledge in groups or autonomous form, Help students to understand the emotion and philosophy, cultivate students' excellent personality and ideological quality.

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Exploration on the Teaching of Fault Diagnosis and Maintenance of CNC Machine Tools in Higher Vocational Colleges

Min Niu
Mechanical and Electrical Engineering, Shandong Vocational College of Industry, Zibo, Shandong 256414, China

Abstract: With the development and progress of society, China's economy and science and technology are in the rapid development. The rapid development of society needs more high-quality talents, and higher vocational colleges as the cradle of training professional talents, for the development of society has important significance. In many vocational education, numerical control technology is the most commonly used professional technology in society, and it is also regarded as an important course in the higher vocational education. With the increasing demand of the society for numerical control talents, China needs to train a large number of numerical control operators and maintenance personnel needed by the society, so as to make up for the shortage of social numerical control professionals. This paper aims to summarize the relevant teaching strategies from the perspective of teaching exploration of fault diagnosis and maintenance of NC machine tools in vocational colleges, so as to provide reference for educators.

Key words: Higher vocational education; Fault diagnosis and maintenance of CNC machine tools; Teaching

1. INTRODUCTION
The times are developing and science and technology are advancing. With the continuous improvement of social development level in China, numerical control technology is widely used in the mechanical manufacturing industry. Due to the large-scale application of numerical control technology, the number and probability of people needing to detect and repair numerical control are also increasing. Especially for the modern society of CNC machine tool fault diagnosis and maintenance personnel shortage, the society needs to solve the problem of CNC diagnosis and maintenance professionals shortage through the development of vocational education. Today's CNC technology fault diagnosis and maintenance talents have become the core competitive force of enterprise development, in order to meet the requirements of employers. Higher vocational colleges need to be market-oriented, according to the requirements of the market and enterprises for talents to design professional courses, solve the problems faced by students in learning professional knowledge and ideas and in practical operation, reduce the difficulty of teaching and improve the quality of teaching.

2. PROBLEMS IN THE TEACHING OF FAULT DIAGNOSIS AND MAINTENANCE OF CNC MACHINE TOOLS IN HIGHER VOCATIONAL COLLEGES
2.1 Complex teaching content
The knowledge and theory involved in NC technology are complex, so students will be unable to learn the theory and knowledge of numerical control because of the difficulty of their professional knowledge. Specifically, the fault diagnosis and maintenance technology of CNC machine tool is a comprehensive subject, which involves many subjects. Students need to learn various professional knowledge through systematic courses when they contact NC knowledge. For example, electrical and electronic, mechanical, hydraulic control, PLC technology and monitoring technology are the knowledge points that numerical control students need to master. The diversity of subjects leads to the complexity and difficulty of NC fault diagnosis and maintenance technology. In order to help students master complex knowledge, we need to let students fully absorb and apply these knowledge. Only after the students integrate their professional knowledge can they have a systematic understanding of the working principle and operation procedure of NC technology, and only in this way can they apply it to the fault diagnosis and maintenance of CNC machine tools. In the actual numerical control teaching, because the professional knowledge system is too concentrated, the students' learning ability is limited, which leads to the students not to grasp the fixed knowledge points in a short time. Therefore, it is very important to design a teaching plan to help students learn professional knowledge and perfect the curriculum teaching system.

2.2 Backward teaching methods
There has always been a problem in the teaching of Higher Vocational Education in China. Professional teaching deviates from the needs of the society. Vocational colleges do not consider the characteristics of the major in teaching, nor do they analyze the shortcomings of teaching from the perspective of practical professional application. The teaching system and curriculum design are always independent of the reality, and idealized teaching is carried out without considering the needs of students' learning. This kind of teaching has great limitations in professional application. The traditional teaching method of higher vocational education is difficult to meet the needs of students. In the classroom teaching, the unified teaching method adopted by teachers is also difficult to highlight the main points of the subject, and teachers often simply elaborate the professional theory according to the knowledge of the textbook. Always in a passive learning state, students' initiative and initiative will be ignored. Even in the modern society where information technology is widely used in the field of teaching, teachers with the
help of multimedia technology have failed to close the relationship between teachers and students and change the classroom teaching environment. Until today, the interaction between teachers and students in higher vocational teaching classroom is still poor, and the whole classroom learning atmosphere does not meet the requirements of the syllabus, students' learning enthusiasm can not be stimulated, so the efficiency of classroom teaching can not be guaranteed.

2.3 Disconnection with social needs
It has always been the task and mission of higher vocational colleges to cultivate professional talents needed by the society. However, reality and ideal are just the opposite. Most of Higher Vocational Colleges in China design teaching courses and perfect curriculum system according to the requirements of society for talents. The teaching materials used in various majors are seriously inconsistent with the application of professional technology and students' employment direction. Higher vocational teachers carry out all kinds of teaching activities in order to complete the teaching mission. As a result, schools fail to understand the development speed of numerical control technology in the society, and they also fail to grasp all the changes of numerical control technology. So far, the mode of numerical control teaching in higher vocational colleges has fallen behind. The professional teaching materials and models it uses have also been out of touch with the real society. Students' theoretical and practical knowledge is not consistent with the modern position, which also leads to the lack of professional talents in enterprises.

3. TEACHING STRATEGY OF CNC MACHINE TOOL FAULT DIAGNOSIS AND MAINTENANCE COURSE IN HIGHER VOCATIONAL COLLEGES

3.1 Establish a sound curriculum system
In order to solve the complex problems of professional teaching content in higher vocational colleges, teachers need to design a set of curriculum teaching system which meets the requirements of students' training according to the needs of social development. At the same time, professional and technical personnel should be trained according to the division of professional posts. Teachers arrange teaching plan scientifically, follow the teaching idea from easy to difficult, adopt progressive teaching idea, help students build up the foundation, and consolidate students' knowledge points and improve their practical ability through practical teaching. Through cooperation with enterprises, students can get internship opportunities. Let students learn the professional ability of operation, installation and maintenance in practice.

3.2 Enrich teaching methods
Teachers need to innovate the teaching methods of NC machine tool fault diagnosis and maintenance course constantly. Enriching teaching methods can effectively solve various problems encountered in teaching, and can also help teachers choose different teaching methods to explain the types of faults. In order to increase the students' sense of curriculum experience, teachers can improve students' understanding of difficult knowledge and complex problems through the teaching methods illustrated by examples. For example, when repairing a four tool CNC machine tool, it is necessary to replace the abnormal alarm of tool position and tool position change with wire broken wire of the same specification.

3.3 Strengthening school enterprise cooperation
The fault diagnosis and maintenance of CNC machine tools is a practical subject. Students need to master the system knowledge and principle, and can apply the knowledge points in theoretical learning to the practical fault diagnosis and maintenance work. As far as modern manufacturing is concerned, CNC machine tool is a precise and complex professional equipment. With the development of science and technology and the progress of society, NC machine tools are constantly iterating out new ones. Compared with the old equipment, the new equipment operation principle and technical knowledge have more learning and understanding value, but due to the limited teaching funds and conditions, Most vocational colleges can only use old machine tools, which will seriously affect the students' understanding of the technology of NC fault diagnosis and maintenance. The school can cooperate with the enterprise to establish training base by using the technology and equipment of the enterprise to solve the problem of shortage of teaching resources.

4. CONCLUSION
Generally speaking, there are still many problems in the teaching of CNC machine tool fault diagnosis and maintenance major in higher vocational colleges. In order to meet the social demand for professionals, the school needs to adjust the teaching strategy and change the teaching concept, so as to improve the students' comprehensive ability.

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Abstract: With the rapid development of information technology in China, many industries are gradually changing to information technology, and the multimedia technology in information technology is the content that is used more frequently in the teaching process. The use of multimedia technology can not only help students get more teaching resources, but also make teaching methods more diversified. So at present, all disciplines are strengthening the use of multimedia technology in the teaching process. In this paper, the author analyzes the problems existing in vocal music teaching, and expounds the relevant countermeasures of multimedia technology in vocal music teaching.

Key words: Multimedia; Technology; Vocal music teaching; Application; Explore

1. PROBLEMS IN VOCAL MUSIC TEACHING
The most difficult major to learn and teach is vocal music course, because vocal music teaching itself has a certain abstraction, and vocal music teaching process does not have the ability to let students directly understand, so it greatly increases the difficulty of vocal music teaching. For example, in the process of vocal music teaching, we should not only teach students to sing, but also guide students to master the activities in the organs, such as the use of breath, the location of sound, etc. These are highly abstract contents, which need students to experience themselves in the teaching process. But from the current situation of vocal music teaching, many vocal music teachers in our country are still using the traditional oral teaching method, which largely ignores the individual differences of students, and leads to a significant reduction in the overall teaching efficiency. Secondly, the professional quality of students in vocal music teaching is uneven, so many students can not fully integrate into the vocal music curriculum, and only through the guidance of teachers to find their own problems, then the students' voice and vocal music learning will not be able to effectively combine, this situation to a certain extent hindered the efficiency of students' depth and breadth of learning music [1]. Finally, in the process of traditional vocal music learning, students lack a certain imagination space, because the traditional vocal music learning is mainly based on the teacher's narration and singing, students can only passively follow the singing, and they can't feel the original singing environment and feeling wholeheartedly, which leads to students' lack of a kind of immersive imagination space. Through the above problems, we can see that the traditional vocal music teaching can not effectively complete the teaching content only by teachers' teaching and students' hard practice, so we need teachers to change the way and form of vocal music teaching, so as to greatly improve the quality of vocal music teaching.

2. THE SPECIFIC APPLICATION OF MULTIMEDIA TECHNOLOGY IN VOCAL MUSIC TEACHING
2.1 Multimedia technology enriches vocal music teaching content
Through the use of multimedia technology, not only make the vocal music teaching content more rich, but also let the students better integrate into the teaching environment. Because multimedia technology itself is a set of words, pictures, video, audio technology, vocal music teachers only need to find teaching resources to play, in this teaching environment, students can not only learn more vocal music knowledge, but also learn about the content of the song. For example, in the process of singing songs, vocal music teachers combine piano playing with students' singing through multimedia technology, which not only changes the traditional teaching method of singing songs, but also helps students to add more singing content, so that the more students sing, the more passion they have and the more they want to sing. This kind of teaching method can often make teachers achieve unexpected results [2]. In addition, in the process of vocal music training, the movement state of the throat, the direction of breath flow, and the dynamics of the oral cavity can be displayed one by one by using multimedia 3D animation technology, so as to make the traditional abstract vocal music teaching more specific and more vivid. Finally, through the multimedia technology will also help students to correct the mistakes in the process of singing, such as students often appear in the process of singing "breath depth" "position height" and other issues, can use multimedia technology will also help students to correct more specific and more vivid. Finally, through the use of multimedia technology, not only make students better integrate into the teaching environment, students can not only learn more vocal music knowledge, but also learn about the content of the song. For example, in the process of singing songs, vocal music teachers combine piano playing with students' singing through multimedia technology, which not only changes the traditional teaching method of singing songs, but also helps students to add more singing content, so that the more students sing, the more passion they have and the more they want to sing. This kind of teaching method can often make teachers achieve unexpected results [2]. In addition, in the process of vocal music training, the movement state of the throat, the direction of breath flow, and the dynamics of the oral cavity can be displayed one by one by using multimedia 3D animation technology, so as to make the traditional abstract vocal music teaching more specific and more vivid. Finally, through the multimedia technology will also help students to correct the mistakes in the process of singing, such as students often appear in the process of singing "breath depth" "position height" and other issues, can use multimedia technology for comparative display, so that students realize which content is correct.

2.2 The use of multimedia technology has changed the concept of vocal music teaching
Since the development and use of multimedia technology, all walks of life have found the advantages of multimedia technology. For example, the significance in the teaching process not only enriches the teaching content, but also improves the students' learning efficiency to a certain extent. But in the actual vocal music teaching process, there are still many teachers using traditional teaching methods, for the use of multimedia technology and master is not very skilled, this situation is the teaching concept has not been changed. Therefore, in view of this situation, schools and teachers need to work together. First of all, vocal music teachers need to actively find the content of learning multimedia technology, and combine with traditional vocal music teaching methods. In addition, the
school also needs to give full play to the role of supervision and supervision, such as assessing the use of multimedia technology in the teaching process of vocal music teachers, and bringing the assessment quality into the teaching evaluation system. In addition, the school also needs to carry out regular training activities to promote the improvement of teachers' multimedia technology.

2.3 Multimedia technology enriches the form of vocal music teaching

In the traditional vocal music teaching process, teachers often only pay attention to the teaching of vocal music ideas and skills, but ignore the students' learning subjects. In the general vocal music teaching process, teachers mainly carry out demonstration and teaching by oral way. There are some differences in this kind of teaching effect, because of the differences between men and women, the differences in grades, the differences in the students' performance. The diversity of voice parts will lead to the deviation of students' learning efficiency, which is not conducive to the overall development of students' vocal music curriculum. Multimedia technology can not only create a variety of teaching situations, but also enable students to learn music knowledge in a happy environment. In addition, music teachers can also train students through video recording, which can not only cultivate their stage image, but also exercise their own performance ability. Moreover, the use of multimedia video can correct the problems in the process of students' music learning, so that students can show a better music state.

2.4 Multimedia technology strengthens students' tone and rhythm

Middle school students need to have the correct music rhythm and accurate pitch in the process of vocal music learning. In the traditional vocal teaching process, teachers often use piano to cooperate with teaching, so as to train students to feel and pitch in the process of vocal music learning. However, the teaching level of teachers will have a great impact on the teaching quality. So, through multimedia technology to analyze the learning sound, and according to the problems, make the best training plan. For example, the use of MIDI technology not only greatly improves the effect of students' pitch and rhythm training, but also combines with piano, etude and Orchestra effectively, which promotes the improvement of teaching efficiency.

3. CONCLUSION

To sum up, the development of multimedia technology has brought many development ways to vocal music teaching, which not only makes the whole vocal music teaching more interesting, but also enriches the forms of vocal music teaching to a certain extent, so that students can feel the benefits of vocal music knowledge learning, and it is also of great significance for the improvement of students' comprehensive music ability. In this paper, the author analyzes the problems of poor intuition, backward teaching concept and low teaching efficiency in the process of vocal music teaching, and expounds the application ways of multimedia technology, such as enriching the content of vocal music teaching, changing the concept of vocal music teaching, enriching the form of vocal music teaching, and strengthening the students' intonation and rhythm, Hope to bring help to the relevant vocal music teachers.

REFERENCE

Antioxidant Activity of Ethanol Extract of *Nelumbo nucifera* Gaertner seed in HT22 neurons

Guanggao Li, Jinji Wu

1 Department of Orthopedics, Affiliated Hospital of Yanbian University, Yanji City, Jilin, China;
2 School of Nursing, Yanbian University, Yanji City, Jilin, China;
*Corresponding Author.

Abstract: This study was conducted to evaluate the antioxidant properties of ethanol extract of *Nelumbo nucifera* Gaertner seed in HT22 neurons. An ethanol extract isolated from *Extract of Nelumbo nucifera* Gaertner seed (ENS) exhibited intracellular reactive oxygen species and 1, 1-diphenyl-2-picrylhydrazyl (DPPH) radical scavenging activity. ENS also increased the activities of the cellular antioxidant enzymes, superoxide dismutase and catalase. Furthermore, ENS reduced H$_2$O$_2$-induced neurotoxicity in HT22 neurons. Together, these findings suggest that ethanol extract of *Nelumbo nucifera* Gaertner seed have antioxidant activity and neuroprotective effect.

Key words: Antioxidant activity; Radical scavenging activity; Neuroprotection; *Nelumbo nucifera* Gaertner

1. INTRODUCTION

Reactive oxygen species (ROS) play a critical role in many neurodegenerative diseases including Parkinson's disease, Alzheimer's disease and ischemia reperfusion injury. *Nelumbo nucifera* Gaertner contains various flavonoids like quercetin, kaemperol, isoquercetin which have many pharmacological activities, including immunostimulation, anti-obesity and antioxidant activities [1-3]. Ethanol extracts of different parts of *Nelumbo nucifera* Gaertner including root, leaf and seed have many flavonoids and active compounds [4-5]. Although *Nelumbo nucifera* Gaertner has been traditionally eaten for diet, but exact pharmacological effect especially in the central nervous system have not been reported. In this study, an ethanol extract of *Nelumbo nucifera* Gaertner seed (ENS) was prepared and the antioxidant activity in HT22 neurons were investigated.

2. MATERIALS AND METHODS

Extraction and isolation of ENS. ENS was kindly supplied by S.Y. Eun at Jeju National University. After washed several times with distilled water, *Nelumbo nucifera* Gaertner seed was extracted with ethanol and the ethanol-soluble fraction was filtered then the supernatant was concentrated by rotary evaporation. After freeze-drying, the brown powder was dissolved in phosphate buffered saline for in vitro studies.

Cell cultures. HT-22 neurons as an immortalized hippocampal neuronal cell line were cultured in DMEM containing 10% FBS and 1% penicillin/streptomycin. Cells were maintained at 37 °C in an incubator with a humidified atmosphere of 5% CO$_2$.

Chemicals. 1, 1-diphenyl-2-picrylhydrazyl (DPPH) radical and 2′,7′-dichlorodihydro- fluorescein diacetate (DCF-DA) were purchased from Sigma (St Louis, MO, USA). All the other reagents and chemicals used were of analytical grade.

DPPH radical scavenging activity. ENS was added to various concentrations to a 1.0 × 10$^{-5}$M solution of DPPH in methanol and the plate was shaken sufficiently for 2h. After shaking, the amount of DPPH remaining was determined at 520 nm.

Intracellular reactive oxygen species (ROS) measurements. To detect intracellular ROS level, HT22 neurons were seeded in 96-well plates at a concentration of 1.0 × 10$^5$cells/mL. After plating, HT22 neurons were treated with ENS (100 µg/mL) for 1h then H$_2$O$_2$ was added to a concentration of 1 mM. The cells were incubated for an additional 30 min at 37 °C. After addition of 50 µM of DCF-DA solution for 10 min, the 2′,7′-dichlorodihydrofluorescein fluorescence was detected at 485 nm excitation and at 535 nm emission using spectrofluorometer.

Activities of antioxidant enzymes. HT22 neurons were seeded to a concentration of 1.0 × 10$^5$cells/mL in 6-well plate. Sixteen hours after plating, cells were incubation with ENS for 1h, H$_2$O$_2$ was added to the plate and cells were incubated for a further 24h. Superoxide dismutase (SOD) activity was determined by measuring the level of epinephrine auto-oxidation which was inhibited [6]. To establish the catalase (CAT) activity, 50 µg of protein was added to 50 mM phosphate buffer (pH 7.0) with 100 mM H$_2$O$_2$. The breakdown of H$_2$O$_2$ was proportional to the change of absorbance as previously described [7].

Cell viability. To determine the effect of the ethanol extracts on the viability of HT22 neurons, cells were seeded in a 24-well plate at a concentration of 1.0 × 10$^5$cells/mL. After plating, the cells were treated with ENS for 1h and later H$_2$O$_2$ (1 mM) was added to the cells and incubation for an additional 24 h. 200 µl MTT stock solution (2 mg/mL) was added to each well and further incubated for 2h. After incubation, the supernatants were aspirated and the formazan crystals were dissolved in DMSO. Absorbance was subsequently read at 540 nm using a scanning multi-well spectrophotometer.

3. RESULTS

Antioxidant effects of ENS were evaluated by determining the DPPH free radical scavenging activity and the intracellular ROS levels. DPPH radical...
scavenging activity of ENS was dose-dependent: 1.7% in 1 µg/mL ENS, 6.3% in 10 µg/mL ENS, 9.1% in 50 µg/mL ENS and 16.8% in 100 µg/mL ENS (Fig. 1A). As shown in Fig. 1B, oxidative stress-stimulated HT22 neurons showed increased ROS level and pre-treatment of ENS (100 µg/ml) resulted in a significant reduction of ROS. These results suggest that ENS has free radical scavenging activity.

To investigate whether the antioxidant activity of ENS was mediated by increased activities of antioxidant enzymes, the SOD and CAT activities in HT22 neurons were measured. ENS defended cells against the loss of SOD and CAT activity in response to H2O2 exposure (Fig. 2). The SOD activities were significantly increased in cells treated with ENS, with 52.1 U/mg protein in 100 µg/mL ENS and compared with 45.9 U/mg protein in the control (Fig. 2A). The catalase activities were significantly increased in cells treated with ENS, with 236.9 U/mg protein in 100 µg/mL ENS and compared with 172.5 U/mg protein in the control (Fig. 2B).

Cell survival rates were determined 24 h later using the MTT assay. HT22 neurons were treated with ENS (100 µg/ml) for 1 h before the addition of H2O2. As shown in Fig 3, treatment with ENS induced a significant increase in cell survival.

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On The Innovation of Marketing Practice Teaching System in Higher Vocational Colleges

Ce Zhang
Shandong Vocational College of Industry, Zibo, Shandong 256414, China

Abstract: With the continuous development of social economy, China also attaches more and more importance to higher vocational teaching system. Practice teaching is an important part of the teaching of marketing major in higher vocational colleges, which is mainly determined by the combination of the educational characteristics of Higher Vocational Colleges and the nature of marketing major. At present, there are still various problems in the practical teaching of marketing major in higher vocational colleges, such as lack of corresponding teaching resources and outdated teaching mode. In the following, the innovation of marketing practice teaching system in higher vocational colleges will be deeply analyzed in order to improve the teaching quality of marketing major.

Key words: Higher vocational colleges; Marketing major; Practice teaching system; Innovation; Analysis

1. INTRODUCTION
Practice teaching is not only the key to marketing teaching, but also an important condition to cultivate applied talents. If we want to fundamentally solve the problems existing in the practical teaching system of marketing major, we should innovate the system and take corresponding strategies to avoid the restriction of students' all-round development because of the teaching system, which can increase students' employment advantage and improve students' competitiveness [1].

2. THE PRINCIPLE OF INNOVATION OF MARKETING PRACTICE TEACHING SYSTEM IN HIGHER VOCATIONAL COLLEGES
2.1 Demand oriented principle
Demand oriented mainly refers to the employment standards of enterprises, the demand for talents, according to the principle of demand-oriented can better carry out teaching activities. Higher vocational colleges should take it as the teaching goal, innovate the teaching system, study the development law of the social market, form the corresponding mechanism, reasonably analyze the ability of marketing talents, integrate and build a new ability structure, design practical courses according to the ability structure, and strengthen the strength of skill training [2].

2.2 System principle
As an organic system, practice teaching system should refer to students' practical ability and reasonably establish relevant system, so as to optimize practice curriculum system and integrate curriculum structure, content and other aspects. The teaching system should include details training, comprehensive skills training, professional quality training and so on [3].

2.3 Emphasis principle
Practical teaching needs to highlight the marketing professional skills, such as some comprehensive skills training, entrepreneurial ability training and marketing special skills. While highlighting the special skills, it also needs to carry out the key technology training, strengthen the training, and implement the principle of highlighting.

2.4 Dynamic balance principle
The practice teaching system of marketing major is changing with the change of the times. Economy, science and technology, job demand and so on will change the practice teaching system. Schools should always understand the needs of social development, timely adjustment in order to achieve dynamic balance.

3. INNOVATION STRATEGY OF MARKETING PRACTICE TEACHING SYSTEM IN HIGHER VOCATIONAL COLLEGES
3.1 Make a reasonable practical teaching plan
Making a reasonable practical teaching plan is an important way to carry out practical teaching. The teaching plan includes the design of curriculum structure and the order of class hours. In the process of making the practical teaching plan, we should combine the actual situation to determine the teaching tasks and objectives. For the practical skills of marketing major, we need to formulate relevant regulations, and the teaching content and teaching methods need to be innovated. The practice teaching plan needs to take the school personnel training plan as the basis, combine theory with practice, let students use the theoretical knowledge learned in the classroom to practice, deepen the understanding of knowledge in the process of practice, establish a complete theoretical knowledge system, and ensure the quality of Teaching [4].

3.2 Increase opportunities for students' extracurricular practical activities
In order to promote students' all-round development, it is necessary to improve students' practical ability, provide more practical opportunities for students, appropriately reduce the teaching time of theoretical knowledge, increase some extracurricular activities, respect students' personalized development, meet students' learning needs, and improve the quality of personnel training. In order to increase the opportunities of extracurricular practical activities for students and combine vocational skills with theoretical knowledge, students can supplement their own knowledge system in practical activities. The school can be carried out from the following aspects: first, the construction of marketing training room, as a base to cultivate students' vocational skills, the application of theoretical knowledge to practice; Second, for some practical courses that can not be reflected in practice, innovative homework can be arranged for students...
academic according to the teaching content, so that students can complete homework efficiently in practical activities, which can cultivate students' practical application ability and promote the better development of personalized education; Third, the school can choose some teachers with strong professional ability to organize students to carry out practical activities. For example, hold a marketing competition or entrepreneurship competition, let students improve their thinking ability in the process of participation, set up some awards, the students who win the competition can get awards, increase students' learning confidence, which is of great help to the improvement of students' language expression ability [5].

3.3 Strengthening school enterprise cooperation
If higher vocational colleges want to improve the employability of students majoring in marketing, they should pay attention to the cooperation with social enterprises and keep close contact with enterprises. Through the form of school enterprise cooperation, enterprises can become students' training bases, which can improve students' practical ability. Schools can train marketing talents for enterprises, solve the problem of talent scarcity, and create good conditions for students' learning. Students should timely feed back the requirements of enterprises for talents to the school, integrate enterprise information into practical teaching planning, and also add enterprise culture and equipment into higher vocational campus. Let students know their future job environment in advance to lay the foundation for future work. Higher vocational colleges can build off campus training base with enterprises, improve training base according to market changes, timely update equipment, ensure that every student has training opportunities, which is of great significance to the development of students.

3.4 Innovative teaching
In the marketing system of higher vocational education, if we want to innovate the practical teaching, we should pay attention to the innovation of teaching links. First of all, we should integrate the marketing theory knowledge, summarize the knowledge system, reduce the learning difficulty, help students better understand, save the theoretical teaching time, carry out practical activities, stimulate students' interest in learning, ensure the quality of teaching, and provide more marketing talents for the society. In practice class, teachers should arrange the content of practice teaching reasonably, make students aware of the importance of practice, highlight the role of practice teaching, reduce some unnecessary links, improve the training program, which can achieve the expected teaching effect.

In practice teaching, marketing training base is very important and is the basis of students' practical activities. When there are problems in the off campus enterprise practice, we should break through the traditional way of thinking, transfer from the enterprise to the school, increase capital investment, and establish a practical training basis in line with the actual learning situation of students, so that students majoring in marketing can accumulate more operation experience in practice. Taobao house, supermarket and other shops can be set up to let students play their imagination for marketing innovation.

4. CONCLUSION
According to the above, the practice teaching system is closely related to the training quality of marketing professionals. If higher vocational colleges want to cultivate professional talents that meet the requirements of enterprise application, they need to innovate the practice teaching content. Higher vocational colleges should take the actual needs of students as the basis, balance teaching principles, reasonably formulate corresponding teaching plans, actively introduce new teaching methods, provide more practical opportunities for students, and strengthen cooperation with enterprises, so as to provide guarantee for the development of marketing major.

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Abstract: In recent years, China's economic and social development is faster and faster, and the demand for talents in various industries has been significantly improved. The competition focus in modern society is often on talents. In order to effectively consolidate the talent base in China, we need to constantly improve the education level at all stages. The higher education system in China is constantly innovating and developing. Many colleges and universities actively introduce young teachers to expand the talent force of colleges and universities to better play the level and main role of higher education. However, with the increase of young teachers in Colleges and universities, more obstacles and problems have been encountered in the aspect of teacher training and development. Based on this, this paper from the perspective of data driven, The author explores the development path of the University Young Teachers in a coordinated way, hoping to further promote the overall training and development of the young teachers in Colleges and universities in China.

Keywords: Data driven; Young teachers in Colleges and universities; The teacher classification; Collaborative development

1. INTRODUCTION

In the education system of colleges and universities, teachers are always important talents and the key elements of higher education development and the promotion of comprehensive competitive strength. However, many young teachers in Colleges and universities have been affected by teaching pressure and training of teachers' strength, so it is difficult to find a path that conforms to their own development. This also leads to the way of young teachers becoming the main force of teaching in Colleges and universities is far away, and more time and energy are needed. But in the context of data driven, the implementation of the classification of young teachers in Colleges and universities, promoting the collaborative development of young teachers, can effectively avoid the problems of career planning of young teachers, and help teachers improve their comprehensive ability and quality, so that they can become the decisive force of college education as soon as possible.

2. THE OVERVIEW OF TEACHER CLASSIFICATION

In the process of higher education, many university teachers not only need to bear the necessary teaching responsibilities and tasks, but also undertake the necessary scientific research projects and social service responsibilities in the scope of their scientific research fields. However, different teachers' emphasis on teaching, scientific research and social services is different in the process of carrying out their work, so the classification of teachers can be strengthened constantly, To better achieve the goal of promoting the development of teachers. Starting from the main responsibilities of university teachers, according to the three major tasks of scientific research, teaching and social service, it can be divided into three types: first, scientific research teachers, whose main tasks and responsibilities lie in scientific research, cooperate with the necessary teaching tasks and teaching functions; second, scientific research teachers, whose main tasks and responsibilities lie in scientific research; The second is teaching teachers, whose main task is teaching, supplemented by scientific research; The third is the teaching and research-oriented teachers, who attach equal importance to both teaching and research in the work of higher education.

For the majority of university teachers, the most important system to carry out teacher classification lies in the level of professor and associate professor, because the main work focus of such university teachers has been basically stable, and they can achieve classification planning on the basis of the original responsibilities and work focus. However, it can not be ignored that there are a large number of young teachers in many colleges and universities. Such young teachers have a short time to work, and their educational experience and level are quite different from those of professors and associate professors. If we only carry out the training and education of young teachers in a general way, let them play their subjective initiative, Therefore, it is of great significance to apply data-driven to realize the collaborative development of young teachers in Colleges and universities.

3. THE PRINCIPLE OF CLASSIFICATION AND EVALUATION OF YOUNG COLLEGE TEACHERS BASED ON DATA-DRIVEN

The implementation of collaborative development among young teachers in Colleges and universities requires effective evaluation of their work focus and work content. In this regard, we can always strengthen the data-driven guidance, carry out targeted statistics according to the existing work performance, teaching evaluation system and scientific research content of young teachers in Colleges and universities, and make clear the teaching, teaching and research contents. Scientific research and social services and many other reference elements of data collection and analysis, collation, and on this basis, according to the development strategy of colleges and
universities, targeted to carry out the classification evaluation of young teachers in Colleges and universities, we can mainly refer to the following principles.

3.1 Principles of teacher development
The main purpose of young teachers classification in Colleges and universities is to promote the growth of young teachers and promote their collaborative development. Therefore, when carrying out the classification and evaluation of young teachers, we need to always adhere to the principle of promoting the development of teachers, and further improve the level of teachers' work efficiency, so that the university management can further clarify the work elements of young teachers, such as teaching achievements, contribution to scientific research achievements, and so on, so as to reward and punish teachers to help young teachers recognize their main advantages and gaps, Let it carry out classification work more clearly. During this period, colleges and universities should fully realize the important role of young teachers and the continuous development power, so that they can make clear their own advantages and reasonably plan the future development direction, and can give some guidance and help to young teachers at the level of professional development, so that young teachers in Colleges and Universities can continue to grow and coordinate development.

3.2 Qualitative and quantitative principles
To carry out the classification of young teachers in Colleges and Universities Based on data-driven, we need to adhere to the principles of qualitative and quantitative. On the basis of the existing performance evaluation system and classification evaluation system of young teachers in Colleges and universities, we need to make clear the quantitative and qualitative data indicators, so that the relevant indicators can effectively measure the performance of young teachers. However, it can not be ignored that there are still many unsatisfactory data indicators in the actual implementation process. Therefore, colleges and universities need to constantly improve the principles of quantitative and qualitative system, further stimulate teachers' positive work attitude, and pay attention to the growth and development of young teachers. In addition, we can carry out quantitative processing on the basis of the existing teachers' classification evaluation indicators, increase the teachers' ethics items, and list them as one vote veto items, so as to further promote young teachers' professional quality and professional ethics.

3.3 Incremental stock principle
In the process of university operation, teaching and scientific research, many young teachers have actively explored different levels of development path. Therefore, colleges and universities can further encourage teachers to realize the principle of increment and stock based on the existing classification evaluation system, so that young teachers can better measure the performance of the work in the same evaluation period and strengthen the similar comparison, Let teachers consider the whole career planning from the perspective of their own, and take the assessment data of increment and stock as the necessary reference elements to increase the phased characteristics of young teachers' work.

3.4 Principle of discipline difference
Different disciplines are needed in the process of teaching and research in Colleges and universities. However, the young teachers of different disciplines have shown great differences in their teaching and research work completion. The equal amount of work is often different in the difficulty degree. Therefore, in the perspective of data drive, the author thinks that the teaching and research work of the university is not the same. In the collaborative development of the university young teachers, we need to know the differences between different disciplines accurately, and adjust the differences effectively, encourage the young teachers of the same subject to compare with each other, and the teachers of different subjects should strengthen the comparison of scientific classification evaluation system. The school needs to constantly coordinate the existing teaching resources, not only highlights the actual needs of the internal management of the school, but also enhances the specific effect of the classification evaluation of young teachers in Colleges and universities.

4. THE CHALLENGES FACED IN THE COLLABORATIVE DEVELOPMENT OF YOUNG COLLEGE TEACHERS IN CHINA
4.1 Colleges and universities lack the necessary countermeasures for the coordinated development of young teacher training and classification
At present, in the development process of many colleges and universities in our country, more young teachers are introduced, and the growth and collaborative development of young teachers are emphasized. Some colleges and universities have also established a training system for young teachers to help them explore the path of career development. However, many colleges and universities still lack the necessary countermeasures for the collaborative development of young teacher training, Colleges and universities pay more attention to the simple participation of teachers in training, but do not pay enough attention to the subjectivity of young teachers and their self requirements. Some colleges and universities are not perfect in the construction of the teacher training system and the growth of young teachers. Most of the work of the personnel department in many colleges and universities has strengthened the related work of teacher induction training, teacher ethics training and pre job training. The academic affairs office and professional teaching groups pay more attention to the cultivation of young teachers' teaching ability, and the scientific research management departments pay more attention to the improvement of teachers' scientific research ability. But on the whole, each department has not promoted the growth and progress of young teachers from the perspective of their overall development, and even some training and career development plans have always been a mere formality and can not be fully implemented.

4.2 Lack of sustainable cultivation of young teachers' career development ability in Colleges and Universities
Most young teachers in Colleges and universities have

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made basic plans for their future development before they enter the post. After they go to the post platform, they are influenced by many work, such as teaching work, scientific research work, thesis writing guidance and so on, and constantly improve the overall effect of career planning. However, in Colleges and universities, there is a lack of sustainable cultivation of young teachers’ career development ability. Therefore, young teachers in Colleges and universities are an important talent force for the majority of colleges and universities. They should constantly improve their ability, knowledge and skills, application and innovation ability. However, there are great differences in many aspects, such as educational disciplines, functions, career planning and so on, which also leads to the unified guidance and career planning training for young teachers. It is difficult to promote the all-round growth of teachers, especially in the aspect of collaborative development of teacher classification. It is difficult to guarantee young teachers to give full play to their subjective initiative and individual efficiency. 

5. THE PATH OF COLLABORATIVE DEVELOPMENT OF YOUNG TEACHERS IN COLLEGES AND UNIVERSITIES BASED ON DATA DRIVEN

5.1 Lay the foundation of teacher classification from the perspective of data driven

From the perspective of data driven, in order to promote the growth and development of young teachers, colleges and universities need to explore the path of classification and collaborative development of young teachers, lay a good foundation for the classification of teachers, and make young teachers gradually grow into talents with both morality and talent, creativity, strong ideals and beliefs, and become a great force to promote the development of colleges and universities and the realization of high-level teaching quality. In this regard, the university needs to carry out the classification evaluation of young teachers in Colleges and universities. We should always adhere to the principles of teacher as the core of development, targeted quantitative, incremental stock and discipline difference, and carry out the work of teacher classification in a targeted way, so that the majority of young teachers can clearly define their strengths, specialties and focus on their work in time. And combined with the contents of the young teachers’ own career development planning elements, the paper defines the effective development path of the future. In Colleges and universities, we can constantly build a platform for teachers’ development, organize young teachers to participate in various kinds of research activities, deepen research and guidance in the field of education, and help young teachers realize the reform and innovation in teaching; We will effectively implement the mechanism of youth teachers’ guiding, encourage professors and associate professors with rich teaching experience, guide young teachers to develop their career paths.

5.2 Strengthen the post training of young teachers and give full play to the functions of educational and scientific research

In order to further practice the collaborative development of young teachers, colleges and universities need to effectively carry out on-the-job training to help play the role of education and scientific research. First of all, we should constantly strengthen the ideological identity of young teachers for the profession, so that teachers always stick to the bottom line of personality, become an example force to carry forward the excellent virtues of the Chinese nation, and further influence and drive students to always adhere to the task of moral education, so as to effectively carry out higher education. Secondly, it can guide young teachers to integrate into the work and education environment of colleges and universities more quickly, so that they can find a sense of belonging and constantly understand the operation mechanism of various departments of colleges and universities. Because many young teachers are affected by different educational backgrounds, they will inevitably have less understanding of the financial management system of the existing policies and regulations of colleges and universities, so they can increase their understanding of the operation mechanism of management. It can effectively improve the good effect of teachers’ on-the-job training, so that they can understand the operation of colleges and universities in the shortest time. On the other hand, from the perspective of the function of education and scientific research, we need to help young teachers in Colleges and universities step onto the platform more quickly and participate in the existing scientific research projects and work, which can also lay a good foundation for the data collection and evaluation of the collaborative development of young teachers in Colleges and universities.

5.3 Implement the whole career training and promotion of young teachers in Colleges and Universities

Colleges and universities need to promote the collaborative development of young teachers in different types, and can effectively implement the whole career training and promotion role of young teachers. First, we should improve the teaching ability of young teachers. For the majority of teachers, the level of teachers’ ability is an important part of their professional factors. Many young teachers lack necessary teaching experience when they come to colleges and universities to carry out teaching work. Therefore, the college can organize young teachers to act as assistants or attend lectures of famous teachers Demonstration seminars and other courses, let young teachers quickly master teaching methods and advanced teaching ability and skills; At the same time, it can also improve the modern teaching methods and abilities of young teachers to make them grow rapidly and realize the improvement of teaching ability level. Secondly, colleges and universities can carry out targeted training on the level of scientific research ability, let young teachers get rid of the basic scientific research content of writing articles and experiments, realize the perspective of cross-disciplinary and interdisciplinary research development, gradually realize independent scientific research, and build a critical research platform for young teachers, so that they can give full play to their subjective initiative and define their own future development path. Promote the orderly
development of the classification of young teachers. Third, we can constantly enhance the leadership of young teachers. Besides teaching and research, we can actively help and guide young teachers to serve as class teachers and instructors, and also give full play to their own advantages and become the leaders of relevant research groups, so as to ensure that the leading ability of young teachers can be fully exerted and further explore the special advantages of young teachers in Colleges and universities, It is necessary for them to grasp the working skills quickly, improve their communication ability and level constantly, help young teachers to clarify the important force of the whole career training plan, and grow into important teachers in Colleges and universities as soon as possible.

6. CONCLUSION
To sum up, in recent years, the ranks of young teachers in Colleges and universities in China are growing, and young teachers continue to play their subjective initiative in their jobs, but there are still many young teachers who are worried about their future development. Therefore, this paper deeply explores the collaborative development path of the classification of young teachers in Colleges and Universities Based on data-driven; Secondly, the paper explores the data-driven classification and evaluation principles of young teachers in Colleges and universities, which are mainly divided into teacher development principle, qualitative and quantitative principle, incremental stock principle and discipline difference principle; Thirdly, it analyzes the main challenges faced by young teachers in the collaborative development of University; Finally, it puts forward the path of collaborative development based on data-driven classification of young college teachers, hoping to effectively promote the growth of young college teachers and promote their all-round development.

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REFERENCE
On The Teaching of Chinese Writing in Junior Middle School

Yijia Han
Chongqing No.1 Secondary School, Chongqing, 400000, China

Abstract: With the continuous reform and innovation of China's education, the teaching methods of many subjects have undergone tremendous changes, and the junior high school Chinese teaching is the content that students focus on learning, and the writing teaching in Chinese teaching is also one of the essential contents of Chinese, but there are still many problems in the junior high school Chinese writing teaching. As a result, students gradually hate Chinese writing. In this paper, the author analyzes the problems existing in junior high school Chinese writing teaching, and expounds the relevant countermeasures to improve junior high school Chinese writing teaching.

Key words: Junior high school; Chinese; Writing; Teaching; Reflection

1. INTRODUCTION
The Chinese teaching in the junior high school stage is composed of many teaching contents. It is no longer as simple as the primary school language content. It needs the students in the junior high school to pay attention to the understanding and memory of the teaching content, and also needs students to have a certain resonance with the content taught by the Chinese teachers. Composition writing is a place where students talk, understand and understand, But the traditional Chinese writing teaching can not meet this requirement, so it will need junior middle school Chinese teachers to think and analyze the quality and content of writing teaching, so as to make the teaching efficiency of junior high school Chinese writing higher.

2. PROBLEMS IN THE TEACHING OF CHINESE WRITING IN JUNIOR MIDDLE SCHOOL
2.1 The teaching form of Chinese teachers is too single
At present, in many junior middle school Chinese teaching, Chinese teachers are still using traditional teaching mode. The biggest disadvantage of this teaching form is that students can not understand the meaning of writing deeply in the teaching process, which leads to the students' writing without fully conceiving their own writing content. In the past, students can not only improve their writing ability, but also get tired of writing[1]. But the students in the junior high school have certain ideological ability, they like what they like or dislike will have different attitudes, so some interesting content often makes students more efforts to complete, so this interest as a teaching guidance, in the junior middle school language writing teaching implementation, thus improving students' interest in learning composition writing. However, many junior middle school Chinese teachers do not pay attention to the cultivation of students' interest in learning, still use the traditional teaching mode, and there are also unreasonable teaching design, boring teaching content, strong subjectivity of teachers and other problems, which seriously affect the quality of junior high school language writing teaching. But to enrich the teaching form, teachers need to invest more energy and time, which is very difficult for busy junior middle school Chinese teachers. It can be said that the single teaching form of writing causes students to be unable to interest in the teaching content, thus affecting the quality of teaching.

2.2 Teachers ignore the training of students' basic skills in the process of teaching
At present, there is still a serious problem in the teaching of Chinese writing in junior middle school, that is, Chinese teachers ignore the training of students' basic writing skills. In addition, some students do not have special writing practice in primary school, which leads to many junior middle school students' poor Chinese writing ability and quality as a whole. In addition, some junior high school Chinese teachers think that writing basic skills practice is a waste of time, this kind of teaching concept does not pay attention to also lead to Chinese teachers in the teaching process ignore or dilute the basic skills of Chinese writing training. Therefore, Chinese teachers' teaching concept, teaching methods and teaching cognition will have a serious impact on the quality of teaching.

2.3 The role of reading teaching is ignored in the process of writing teaching
Due to the rapid development of information technology, many junior high school students already have mobile phones, and they are also keen on the use of mobile games, videos, and social apps. The variety of content on the Internet makes it easy for students to get deeply involved. Therefore, many junior high school students are reading less and less, not only their knowledge is not wide enough, but also their cultural foundation is shallow. This situation will cause students to write in the process of sentences are not smooth, inverted sentences, wrong words, wrong words and so on[2]. In addition, the teaching task of junior high school is heavy, so many junior high school Chinese teachers tend to ignore students' reading ability and reading quantity in the teaching process, which leads to various problems in the process of students' writing. And students learn to read is also one of the key factors to improve the language ability, through extensive reading not only accumulate rich knowledge content, but also improve their language quality. Because for junior high school students, the opportunity to obtain relevant knowledge by means of practice is very limited, so using a lot of reading to improve students' knowledge reserve can not only improve students' comprehensive ability, but
also help Chinese writing. Therefore, as a junior high school Chinese teacher, we need to pay attention to the role of reading teaching, and actively implement and carry out reading teaching.

3. IMPROVE THE JUNIOR HIGH SCHOOL CHINESE WRITING RELATED COUNTERMEASURES

3.1 Teachers have some understanding of what students have learned
First of all, Chinese teachers need to understand what students need to learn in the process of writing teaching, so that they can effectively interact and communicate with students in the teaching process, so that students can more quickly enter into the teaching of Chinese writing. For example, they can explain writing examples according to the local customs of the school, it can also be used as a writing case according to the students' interests, so as to improve the students' interest in writing and learning. At the same time, it is also of great help to the development of Chinese writing teaching. Therefore, according to the description of the above content, we can see that Chinese teachers need to fully understand what they are talking about in the teaching process, so as to improve the overall teaching quality of teachers [3].

3.2 The teaching of writing should be combined with reality
To improve the quality of writing in junior high school, students should strengthen the combination of writing teaching and practical life content, so as to create a more real teaching environment, and also need the analysis of the contents that Chinese teachers know, concern and love about students, because junior high school students will invest more energy and attention to their favorite content. Therefore, in the process of teaching Chinese writing in junior high school, teachers should integrate some hot content of students, and stimulate students' interest and enthusiasm through some hot content. This teaching method can not only make writing teaching more smooth, but also greatly improve the efficiency of writing teaching.

3.3 Fully consider the inspiration of writing teaching to students' thinking activities
In the process of writing teaching, Chinese teachers need to choose the teaching subject of writing reasonably, because different writing themes will inspire the students' values. Moreover, according to the teaching practice research, excellent writing themes can not only cultivate students' writing ability and interest, but also promote the development of students' diversity. Therefore, in the modern teaching of Chinese writing, not only need to have higher requirements for Chinese teachers, but also new requirements for the teaching concept, content and teaching methods of writing. Therefore, it is necessary for Chinese teachers in junior middle school to solve the problems of meaningless, ineffective and active thinking in writing teaching, Thus, students can get more improvement in writing teaching.

4. CONCLUSION
To sum up, in this paper, the author analyzes the problems existing in junior high school Chinese writing teaching, such as too single teaching form, ignoring the training of students' basic skills, ignoring the role of reading teaching, and so on. This paper fully considers the enlightening effect of writing teaching on students' thinking activities.

REFERENCE
A Comparative Study on The Content of Moral Education in Chinese and Foreign Schools

Xiang Liu
Qingdao Hengxing University, Qingdao, Shandong, China

Abstract: The contents of moral education in Chinese schools mainly include five aspects: world view education, political education, life outlook education, moral education and legal education. Due to the differences of history and culture in different countries, the content of moral education is different. It can be used to promote the development of moral education in our country by comparing with the contents of moral education in foreign schools.

Key words: Moral education; Comparison; Analysis

1. INTRODUCTION
School moral education is an important part of school education in all countries in the world. It is a common trend to pay attention to moral education in all countries. Therefore, all countries around the world have set goals for school moral education, cultivate political moral consciousness among teenagers, and provide spiritual guarantee for the long-term stability of the country.

2. THE CONNOTATION OF MORAL EDUCATION
There are obvious differences between China and foreign countries in the definition of moral education, which can be divided into broad sense and narrow sense. Influenced by traditional ideology and value orientation, China adopts its broad concept and believes that the content of moral education includes ideological, political and moral education. Western countries have experienced the differentiation process of ideology and scientific research, which can separate morality from politics, law and religion, so they can also relatively distinguish moral education from philosophy education and political education. Moral education takes its narrow concept and thinks that moral education is moral education.

3. COMPARISON OF MORAL EDUCATION CONTENT BETWEEN CHINESE AND FOREIGN SCHOOLS
3.1 Contents of moral education in Chinese Schools
The content of moral education in Chinese schools mainly includes five aspects: world view education, political education, education of life outlook, education of moral outlook and education of legal outlook, which are interrelated and infiltrated.

3.1.1 World outlook education
World outlook education mainly includes dialectical materialism education and historical materialism education. Through the education of dialectical materialism, students can start from the objective reality, adopt a scientific and realistic attitude, and see problems from the point of view of connection and development in the process of understanding and transforming the world.

3.1.2 Political education
Political education includes patriotism education, collectivism education and socialism education. Mainly let students understand our country's long history and splendid culture, understand the current situation of our country, establish national self-esteem and pride.

3.1.3 Education of outlook on life
In the education of outlook on life, we should fully affirm personal value and pay attention to the contradictions and conflicts of people's value choice in real life. It emphasizes that the value of life includes two aspects: the respect and satisfaction of the society to the individual; Personal responsibility and contribution to society. We should guide students to recognize the purpose and significance of life, grow up healthily along the right road of life, and consciously resist the exploiting class's outlook on life.

3.1.4 Moral education
Since the 1990s, the party and the government have repeatedly stressed the need to carry forward the excellent traditional culture of the Chinese nation, and the theoretical circle has also discussed the inheritance of modernization and traditional moral culture. According to the full demonstration of experts, we should put loyalty, filial piety, honesty, faith, courtesy, righteousness, honesty and shame into consideration" "Eight virtues", as the moral aim of traditional virtue education, lays the foundation of students' life-long life.

Social morality education. Public morality education is mainly reflected in the "code of students" and "code of daily conduct" in primary and secondary schools. It is manifested in paying attention to public health, protecting environment and resources, being polite to others, respecting the elderly, protecting children, respecting women, caring for and helping the disabled, etc.

3.1.5 Democracy and legal education
It is an important task of ideological education to carry out the education of socialist democratic and legal concepts. A high degree of socialist democracy and a sound socialist legal system are the fundamental guarantee for the improvement of the socialist system and the long-term stability of the country.

3.2 Content of moral education in American schools
American moral education has a long history in school education, and its origin can be traced back to the emergence of religion. The focus of American moral education is to cultivate good moral character of teenagers.

3.2.1 Religious education
From the founding of the United States to the 1940s, school moral education in the United States showed a strong religious color. By the 1960s, sectarian conflicts were more common. In order to avoid the interference of sectarian conflicts on school moral education, American
society emphasizes the secularization of school moral education, that is, the separation of moral education and religion. Therefore, religious classes are canceled in public schools, and the view of value neutrality prevails. However, there are a large number of private schools in the United States, most of which have church background. They carry out religious education according to the doctrines of their respective churches and infiltrate a lot of religious education into other disciplines. However, with the emergence of a series of problems in American society, school moral education began to reflect and realize that the simple moral education in the previous period could not solve the deep value problems of individual existence. Some scholars believe that the core of moral education is the restoration of faith. In fact, religious education has become an important part of moral education in some American schools.

3.2.2 Moral education

There is a standard curriculum for moral education in American schools. Quality education has been brought into the daily teaching track. Moral education in schools consistently emphasizes some basic values obtained through repeated tests, which are embodied in the following aspects:

Fair. It includes respecting the values and rights of all people, promoting equality, fairness and integrity among people, being able to cooperate with people with different values, and benefiting oneself without harming others. It includes caring for others and yourself, being kind to others, being helpful and magnanimous. They are sensitive to the needs, purposes and interests of others. Have certain empathy ability, can experience other people's emotion. Public morality. It includes making clear their obligations to the school and community, abiding by the law, protecting the environment, ethnic cooperation, and being kind to life.

3.3 Contents of moral education in Japanese schools

Japan has always attached great importance to moral education, and its school moral education requires that the objectives of all disciplines have moral significance, and all disciplines should run through the content of moral education.

3.3.1 Patriotic education

Japan draws lessons from Chinese Confucianism, combines loyalty, faith and collectivism, and educates students to undertake the task of inheriting the country's fine traditions and creating a new culture, and is committed to improving its value in international affairs. In order to improve its image and establish its prestige in the world, Japan has carried out various forms of international understanding education activities in order to achieve the goal of ranking first in the world in terms of political status and economic status.

3.3.2 Personality education

After the war, the core of moral education in Japanese schools is democratic education, which advocates that everyone should give full play to their original spirit, cultivate noble consciousness and rich personality, and achieve self-awareness. Only when we achieve self-awareness and have a correct understanding of ourselves, can we know others, respect their personalities and integrate individuals into society.

4. THE ENLIGHTENMENT FROM THE CONTENT OF MORAL EDUCATION IN FOREIGN SCHOOLS

4.1 School moral education should return to life

In China, the content of moral education in schools tends to be abstract and empty, which equates moral education with political education. Many countries emphasize the sound personality and harmonious development of students, put moral education on the development of real people, strengthen the relationship between school moral education and personal growth and social development, and change the drawbacks of empty talk morality. Therefore, our school moral education should return to life and make it have the style of sincerity, simplicity and humanization.

4.2 Belief education should be carried out in school moral education

The essence of life is to investigate the meaning of life. Therefore, the ultimate concern of human beings is an eternal topic for human beings at all times and all over the world. The traditional Confucianism of our country has designed the goal of ultimate value on the basis of emphasizing daily ethics, and the religious belief in western society constitutes the environment and process of school moral education. In the middle of the 20th century, the abnormal phenomenon of uncoordinated economic development and moral development in western society caused social reflection. More and more people feel that religion plays an important role in maintaining social morality, stabilizing social order and restraining people's unlimited desire, and begin to re explore the positive value of moral education contained in religion.

REFERENCE


Abstract: Under the new situation, Chinese belongs to a language discipline and humanities, the integration of foreign literary works into the high school Chinese teaching materials can not only maximize the students' aesthetic ability, but also expand the students' literary vision by combining the differences between China and foreign countries. In high school Chinese teaching, not only need to carry forward the traditional culture, but also need to clear the key points and difficulties. Therefore, this paper first puts forward the main problems and contents that need to be explored, and then, combined with the current situation, finds out the key points and difficulties, and effectively establishes scientific solutions, so as to lay a good foundation for the improvement of literary literacy in the future.

Key words: Senior High School Chinese; Foreign literature works; Difficulty

1. QUESTION RAISING
With the time goes on, Chinese teaching materials are also accompanied by the development of society, constantly updating the concept, and maintaining a strong situation of all in progress. In the current situation, foreign literary works carriers, essays, speeches, scientific papers, etc. these contents are not only concerned about nature, but also to people and society. Especially after the one belt, one road policy, the Chinese language in senior high school should be integrated with the times and develop [1] in the direction of diversification. From the current situation, only by paying attention to the modern western literature works, increasing the quantity construction and choosing the appropriate teaching methods, can we add the attention of college students to foreign literature works and stimulate the enthusiasm of students to learn to the maximum extent. In view of this, how to combine the difficulties of foreign literature works in high school Chinese, and construct scientific teaching measures? It becomes the main content and problem that need to be explored in the current state.

2. DIFFICULTIES AND TEACHING STRATEGIES OF FOREIGN LITERATURE WORKS IN SENIOR HIGH SCHOOL CHINESE
2.1 Difficulties in foreign literature works in senior high school Chinese
2.1.1 Cultural differences between China and foreign countries
To a certain extent, there are great cultural differences between China and the west, not only in living environment, but also in folk customs. For example: in many literary works, they all embody the characteristics of humanity or humanity, but basically they don't comment on the political issues, which will minimize the political color in the articles. For example: "how steel is made", "my uncle Jules" and other works belong to the literary category, these works will involve marriage or ethical issues, in the process of learning, there are great difficulties [2].

2.1.2 Study literary creation techniques
In the current situation, foreign literary works tend to be diversified construction methods, such as montage, indifference, simultaneity and so on. In the "spots on the wall" is the use of a typical stream of consciousness construction, students in learning, are the first encounter, not only increases the difficulty of reading, but also makes it difficult for students to understand [3].

2.2 Teaching strategies of foreign literature works in senior high school Chinese
2.2.1 Change the concept of teachers and improve their literary literacy
At this time, teachers need to analyze the key points and difficulties of classroom content on the basis of quality education, form a good literary mentality, and present different national ideas or artistic styles to everyone's vision in the perspective of respect, tolerance and understanding. Teachers need to fully respect the understanding of foreign language works, improve the ability of reading comprehension, and maintain the organic integration. In addition, we also need to coordinate development, increase infrastructure, and integrate in the direction of diversification. For example, when learning the literature of Shakespeare and other characters, teachers need to recommend them according to the students' learning situation, so as to let the students know more about literature, find suitable literary works, guide the students to analyze the characteristics of literary creation, expand the field of vision, and improve the students' comprehensive literary literacy [4].

2.2.2 According to the characteristics of Chinese subject, stimulate students' interest
Interest is the best teacher, and Chinese teaching also needs to combine the characteristics of the subject, and use the reading way reasonably. For the students in high school, foreign literature learning is not unfamiliar. It is necessary to maintain a reasonable contrast habit on the basis of a large number of Chinese literature, narrow the distance between students and foreign literature, stimulate students' interest in learning, and enhance their attention to foreign works. For example, teachers can combine Lindaiyu into Jiafu and the old man and sea to learn, so that students can analyze different ways of expression and explore the shaping of characters. According to the whole story, it reflects the real social life. In contrast reading,
students will be interested in foreign literature, and are easy to accept different cultural backgrounds, open up the students' vision and increase inclusive construction. Using the information method, the plane text is transformed into a three-dimensional image, and the students' understanding of foreign literature works is enhanced. Analyze the cultural connotation of the work and cultivate the students' cultural literacy.

2.2.3 Select teaching methods according to the genre of the work
In the process of classroom teaching, teachers can combine the actual situation of students and establish the teaching method of subject. First of all, teachers can use the teaching method of situational transfer to guide students to understand foreign literary works and explore their emotions and connotations. For example, when learning "necklace", the teacher can first set up a scene transfer, and guide the students to understand the hierarchy, interpret the connotation, and maintain the understanding and analysis of the protagonist's behavior. Let students themselves as protagonists, how to study and struggle hard. In real life, have you ever encountered setbacks or tribulations? How do you deal with such problems. Secondly, comparative teaching method can also be used for analysis teaching. For example, when learning the relevant knowledge of "miser", the teacher can divide the students into different groups and introduce his stingy image. In his spare time, he can fully analyze this type of characters and increase his understanding of the characters. In addition, we need to make full use of the foreign literature resources in the teaching materials, pay attention to the section of "guide to famous works" and recommend other Chinese and foreign literature works to enjoy, which provides a greater choice space [5]. Guide students to learn more about customs or themes of works through extracurricular reading. By analyzing foreign new works and foreign new theories, we can find commonness, enrich our own knowledge, combine our own experience, find a systematic and comprehensive way of thinking, expand content exchange, establish emotion and thinking attitude, and maintain good reading habits.

3. CONCLUSION
With the progress of society, there are some difficulties and key points in the teaching of Chinese foreign literature in senior high school. Only by helping students overcome the difficulties, can teachers increase the integration of emotion, improve the understanding of literary works, and enhance the resonance of ideas with the author's mood. To maximize the students' reading ability, improve their writing ability, and give play to the value and role of foreign literary works. We should integrate foreign literary thoughts into Chinese life, carry forward classical culture, analyze the distinctive characteristics of foreign literature, conform to the needs of social development, lay a good foundation for future literary creation or study, and improve students' comprehensive literary literacy.

REFERENCE
Research on the Development of Sports and Medicine Integration in Zigong City

Shaohua Wang, Chao Chen, Guangwen Song
Institute of Physical Education, Sichuan University of Science & Engineering, Zigong 643000, Sichuan, China

Abstract: To Comprehensive study the current situation of the "integration of sports and medicine" in sports and fitness venues and medical service institutions in Zigong City, to find out the obstacles hindering the development of the "integration of sports and medicine" in Zigong City, and to provide intellectual support for the implementation of the national "integration of sports and medicine" healthy development concept.

Key words: Zigong City; Integration of sports and medicine; development research

1. INTRODUCTION

In 2007, the American medical association and the Association for Sports and Medicine of American work together to propose "exercise is medicine" project [1], encourage doctors to take exercise prescription as part of the treatment of chronic disease, and fitness venues will be gradually incorporated into the medical service system. Since then, Germany has implemented the strategy of combining health and fitness, and the Netherlands has incorporated physical therapists into the comprehensive rehabilitation treatment system. Under the promotion of international sports and medicine, the concept of "exercise is medicine" and "sports promote health" has been continuously spread, which finally promotes the integrated development of sports and medicine in China. 2016, our country passed the program of "plan for Healthy China 2030", put forward: "strengthen sports and medicine fusion and non-medical health intervention, so as to form a synergy to promote health" [2].

2. CURRENT SITUATION INVESTIGATION ON SPORTS AND MEDICINE INTEGRATION IN ZIGONG CITY

Sports and medicine integration embodied in the use and implementation of exercise prescription. Taking the application of exercise prescription in different groups of people in Zigong City as the starting point, this paper selects ordinary people, sports and fitness groups and chronic disease rehabilitation patients in Zigong City as the respondents, and studies their understanding and cognition level of exercise prescription, so as to infer the development status of sports and medicine integration in Zigong City.

2.1 Survey on cognition degree of exercise prescription of ordinary citizens in Zigong city

The survey was conducted at three places: Oriental Square, Huashang International Mall and Huidong Park, respectively. 500 questionnaires were sent to the general public, with a recovery rate of 100%. According to the survey results, 99.2% of the citizens have never heard of "exercise prescription", which shows that the idea of integrating sports and medicine has not spread to the majority of citizens in Zigong. Through the volunteers' publicity and explanation of the concept and connotation of sports and medicine integration, the vast majority of citizens showed strong interest in and expectation of sports and medicine integration, and hoped to benefit from it as soon as possible.

2.2 Survey on cognition degree of exercise prescription among fitness groups in Zigong City

A total of 200 questionnaires were sent out to the members of fitness institutions in Zigong City. Survey results show that more than 80% of the fitness people said that they had not heard of exercise prescription, no one personally experienced exercise prescription, more than 90% of the fitness people said that they had not done the medical examination and exercise risk assessment before participating in the exercise. It shows that the vast majority of bodybuilders only rely on their own feelings and the experience of fitness coaches to make fitness plans, which is far from the exercise prescription advocated by the integration of sports and medicine.

2.3 Survey on cognition degree of exercise prescription among rehabilitation patients in Zigong City

Investigations were conducted in the First People's Hospital, the Fourth People's Hospital and the Hospital of Traditional Chinese Medicine of Zigong City. Patients with chronic diseases, as well as patients with lumbar and cervical spondylosis were selected as the investigation subjects. A total of 150 questionnaires were sent out, with a recovery rate of 100%. The survey results showed that more than 70% of the patients had not heard of exercise prescription, and only 10% of the patients said they had a certain understanding of exercise prescription. However, all the patients surveyed had not received the guidance of exercise prescription. In the process of rehabilitation, the patients mainly took drugs and traditional Chinese medicine treatment. The exercise therapy was limited to the oral advice of the doctor, and did not involve the exercise prescription. According to the survey results of cognition degree on exercise prescription of ordinary citizens, fitness groups and rehabilitation patients in Zigong City, the development of the integration of sports and medicine in Zigong City is not optimistic, and even there is no sign of the integration of sports and medicine in Zigong City at present.

3. RESEARCH ON THE DILEMMA OF THE INTEGRATION OF SPORTS AND MEDICINE IN ZIGONG CITY

3.1 Difficulties in technology integration

Different professions have their own career barriers,
Academic publishing house and doctors are highly specialized profession. Fitness instructors lack of medical knowledge, cannot be effectively based on the body function status of patients with chronic diseases, health, medication compliance, guide them to choose the appropriate sports, exercise time and intensity, make the patients face huge risk [3]. However, the vast majority of doctors neither possess the basic knowledge and skills of exercise intervention, nor have they received the clinical training of exercise intervention for chronic diseases. They are not clear about some basic knowledge of exercise prescription, such as exercise items, intensity, duration and frequency, so they are unable to formulate scientific exercise prescription and provide effective guidance.

3.2 Difficulties in business integration

According to the survey, most managers of fitness institutions are willing to cooperate with hospital doctors to form a professional team to jointly formulate exercise prescriptions. However, hospital doctors do not seem to have much interest in this. As far as the current medical system is concerned, a steady flow of patients means a thriving business for hospitals and a guaranteed income for doctors. The goal of physical and medical integration is to promote people's health through "exercise intervention", move the public health threshold forward, make people get sick less or no sick, and reduce the medical burden of society, but in fact, this is contradictory to the profits of hospitals and the vital interests of doctors [4]. In addition, prescribing "exercise" for patients is time-consuming, laborious and inexpensive, and the results are not immediate. Therefore, according to the current situation, the idea of the integration of sports and medicine cannot bring positive incentives to doctors, who are exactly the most critical link to realize the integration of sports and medicine.

4. CONCLUSION

To sum up, the root cause of the dilemma of the integration of sports and medicine in Zigong City is not "sports", but "medical". In order to break through the current situation, the existing medical system must be reformed so that doctors in hospitals are willing and active to seek cooperation with the sports and fitness industry without cutting their own interests. In the existing medical system and the profit pattern of hospitals, the integration of sports and medicine is hard to realize. make full use of the government policy guidance, reform the existing health care system and creating new sports and health cooperation management pattern, Only in this way can the integration of sports and medicine move from theory to reality.

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REFERENCE

The Application of Language Acquisition Strategies in Bilingual Teaching from Cultural and Educational Perspectives

Jing Xing
Lecturer, Bao Tou Teachers' College, Baotou, Inner Mongolia Autonomous Region, China; Ph.D., University of Malaya, Kuala Lumpur, Malaysia.

Abstract: The term of cross-culture communication is nothing novel within the international communication field. The purpose of this research is to provide the discipline of cross-cultural communication in bilingual teaching and language learning, which mainly refers to the study of English as a foreign language. This paper briefly summarizes the voice input in the theory of second language acquisition theory, the intermediary language theory, classroom interaction theory, and puts forward some corresponding to the classroom teaching of English as a foreign language. More specifically, there are six sections in this paper. Initially, the introduction has briefly presented the topic of linguistic education and the connection between culture and language studies. Next, the review of relevant literature states the theoretical framework and current conditions of educational society. Then, it focuses on an analysis of one empirical article to "understand Chinese students' use of language learning strategies from cultural and educational perspectives". After presenting an empirical analysis of the methodology and research results, the essay analyzes six aspects that are related to the Chinese cultural and educational context. Finally, the conclusion offers the implication of this study.

Keywords: Language Acquisition Strategy; Bilingual Teaching; Cross-Cultural Communication

1. INTRODUCTION

In a very broad sense, culture can reflect the characteristics of one nation, which not only contains the history, beliefs, values, actions, attitudes, hierarchies, religions (Samovar & Porter, 2006; Chhokar et al, 2007) but also comprises the national language. As an essential component of culture, language plays a paramount role in cultural diversity. Some sociologists suggest that language can be viewed as the cornerstone of culture, and the connection between cultural studies and language learning is inseparable[1-13].

It is, however, in some native universities and colleges as well as abroad, that cultural studies lack the orientation of language research. Therefore, in terms of foreign language learning, the utility of cross-cultural awareness seems increasingly salient around the world. Particularly, acquiring the English language should not only master its pronunciation, grammar, vocabulary, and idioms but also identify the habits, behaviors, and attitudes of the language speakers. In this context, principally in recent years, the studies aimed at cross-cultural communication and linguistic education have drawn much interest in a large number of Chinese universities (Brogger, 1992). Although many considerable kinds of research have devoted the English language learning, rather less attention has been paid to the consistent investigation, focusing on the strategy utilization by students with different level of language proficiency, and cultural factors affecting them to choose language learning strategies (LLS).

2. REVIEW OF THE LITERATURE

For decades, there might be a tendency that the research in the language learning strategy field has seen an "explosion of activity" (Rao, 2006). Through analyzing a number of effective factors, including gender, motivation, career orientation, educational setting, language proficiency, the studies in linguistic education can be categorized into three aspects: the practicability of LLS by linguists, the causality of LLS and language learning achievement for students, the strategic presentation of language learners in diverse verbal communication skill fields. To explore these problems, the theoretical framework will review the relevant literature from social psychological view of the second language (L2) acquisition.

Over 30 years, it can be asserted that the research of language learning strategy (LLS) was in its infancy. The linguistic theory of the social educational model of language acquisition was initially proposed by Gardner (1985), which has been paid much considerable attention within the area of linguistic education, as the notions of L2 acquisition and autonomy being prominent and developed. His social educational model is related to a causal chain in L2 acquisition, which means numerous issues should be straightened out before language strategies are implemented.

First of all, the literature has evidently indicated that L2 acquisition is influenced by cognitive psychology. In other words, L2 learning will occur within "a particular social milieu" (Rao, 2006). The purpose of recent studies may inspect the linguistic strategies when learners carry out a specific language learning work. As Ellis (1994: 533) coined, "definitions of learning strategies have tended to be ad hoc and atheoretical". More specifically, the label "cultural belief" is supposed to manipulate L2 acquisition, which embodies the learners' responsibilities to a particular setting and appropriate manners that they manage. Furthermore, the individual difference is the second factor associated with the model of L2 acquisition. That is, the characteristics of language learners would
affect their study process. There are four different variables identified, including "intelligence, language aptitude, motivation, and situational anxiety" (Rao, 2006). Thirdly, formal and informal learning contexts are concerned by Gardner. In the formal aspect, it implies the schooling or any lessons in which the students acquire education. Within the informal context, on the other hand, it refers to the learning experience that language learners could receive L2 skills without direct training. Last but not least, another constituent of Gardner's model might be outcomes. In the process of language learning, individuals could achieve L2 knowledge and L2 skills, which are regarded as linguistic outcomes. On the contrary, the interest towards the other culture is viewed as a non-linguistic outcome. In short, it can be summarized that "the social milieu exerts some influence on individual learner differences, all of which affect different L2 contexts, which, in turn, determine the level of outcomes" (ibid).

Moreover, it could not be denied that the influence of social-psycho elements is prominent when English learners choose language learning strategy. From Gardner's framework, "the prime determining factor in language learning success is motivation" (1985: 85). It indicates that the social-psychological elements play significant roles in the course of determining language learning strategy. At the same time, the other variables, including intelligence (Levine, 2003), aptitude (LoCastro, 1994), and situational anxiety (Sparks & Ganschow, 2001), have a compound power on LLS choice. As a result, from this perspective, the social and cultural factors in English practice reveal the differences in which EFL students make less use of LLS than those in ESL learning.

3.METHODOLOGY

After presenting the theoretical background, the essay will focus on the research methodology of the empirical study. The first stage is the experimental group choosing step. The researchers equidistantly picked up 225 representative students from Bao Tou Teachers' College to participate in this investigation. All of these students possess certain English language skills. In order to ensure the equivalent distribution of the samples, 217 individuals were considered in the final list. Of the 217 participants, 53% were male and 47% were female, with an almost equal male-female ratio. All of the participants ranged from 18 to 23, with a mean of 19.7.

In the second stage, the 80-item Strategy Inventory for Language Learning (SILL) (Oxford, 1990: 283-291) was utilized as a self-scoring survey instrument in the study, which was initially used by English speakers to learning other languages. Thus, within the context of China's conditions, the adoption of the SILL should be cautious. Simultaneously, the questionnaire research was employed in the study as well. There were two segments in this survey. In the first section, the general English situation of the subjects was collected through personal data. And then, the second part was classified into "memory strategies, cognitive strategies, compensation strategies, metacognitive strategies, affective strategies, and social strategies" (Rao, 2006), so as to account for the frequency of students drawing on LLS.

In the third information collection and analysis stage, the teachers whose students contributed to the research were trained to guide the participants on how to correctly complete the questionnaires. And then, the questionnaires were collected and compiled. Subsequently, the data were analyzed by the Statistical Package for the Social Sciences (SPSS).

4.RESULTS

The purpose of this investigation tends to survey the general patterns of language learning strategy use and the causal relation with the cultural and educational context. In this study, a number of ESL learners in Singapore were considered as the comparison group. Thus, based on Gardner's social educational model, the analyzing results indicate that ESL learners are considered to make a higher-level use of overall strategy. That is because, in terms of ESL and EFL learners, the different roles that the English language plays as the means of communication in daily survival, and thereby ESL learners incline to make full use of various LLS. Meanwhile, the English language atmosphere is an essential factor for speakers' practice and reinforcement, whereas the interaction chances for EFL students are only limited to the classroom, which strongly declines the opportunities of LLS use.

Although the level of six strategic categories is far apart, the survey result suggests that all the students are at a medium frequency to exploit LLS. The achievement motivation of Chinese students promotes them to employ effective measures to learn the English language. In addition, the disparity of the study consequence roots in the different educational backgrounds of ESL and EFL students. One of the specific pieces of evidence is social strategies. Hence, it may be summarized that, from Chinese students' perspective, because of the rare incidence of the strategies in the learning process, LLS use might be less frequent for the Chinese EFL learners, comparing with ESL students.

5.CRITIQUE OF STUDY

The statistical data of Rao zhenhui's study offer a conclusion that there are six existing aspects showing the link between LLS and Chinese cultural and educational setting, including "self-determination, teacher authority, examination-oriented education system, emphasis on linguistic details and a corresponding lack of attention to communicative skills, repetition, and review" (ibid). As a matter of fact, the actual situation is far more complex than the current survey. Although the study raises the existing language learning problems, there are no concrete solutions for them. It is, therefore, based on the empirical study, that each aspect should be critically analyzed and discussed.

First of all, as mentioned in the literature review, the main strategy of Chinese students is establishing self-determination, which is spoken as Li Zhi in the Chinese language. The research seems to indicate the will is a significant driving power for Chinese students using self-encouragement strategies to acquire English. Although self-determination is generally considered to be vital and beneficial, the study should highlight that this motivation
is closely linked with the cultural background of students. To foster this mentality, educators should establish effective mechanisms to encourage students to achieve the target determination, on the basis of different cultural backgrounds. Secondly, the teacher's authority tends to show the fact that, in Chinese schools, the relationship between teachers and students seems hierarchical. In other words, the investigation emphasizes that, as Chinese society is manifested by a high power distance, students extremely rely on their teachers during the process of knowledge acquisition. Compared with the western education pattern, in China, teachers are regarded as experts, and therefore the responsibility of educators is to collate and teach the existing knowledge, analyze and explain the priorities. It results in the situation that the formulations of learning objectives, methods, and contents are teachers' obligations. By contrast, in the western classroom, the role of the teacher is the conductor, who is also the partner of students. Hence, under the influence of the communicative teaching approach, students need to respond for themselves. They not only have to answer questions but also to raise and solve the problems by themselves.

Thirdly, in direct relation to this research, the result suggests that due to the examination-oriented education system, which has dominated Chinese society for more than one thousand years, students employ the LLS, aiming for examination preparation. At the present, the cramming learning way has been questioned in the Chinese educational circles (Zhao & Xue, 2007). Therefore, it is necessary to transform exam-based education into quality education. That is, the teaching reform should adhere to the principle of people-oriented, so as to achieve personalized development and respect the students' values and dignity. Each student needs to be concerned, and the enthusiasm and potential may be aroused. From this point of view, students are placed in the core position of the educational field.

Fourthly, in common usage, the linguistic detail, such as the meaning of the vocabulary, structure of one sentence, is frequently overemphasized in the Chinese classroom. Anderson (1993: 474) clarifies that the attitude of Chinese students seems to "associate games and communicative activities with entertainment exclusively and are skeptical of their use as learning tools." For decades, the traditional learning methods focus on the strengthening of linguistic forms, which lacks emphasis on communicative skills. This study provides a novel notion of language learning. That is, the application of verbal communication is the epicenter of linguistic discourse acquisition, superseding other language aspects. As a result, it may be better to practice language fluency, rather than blindly pursuing accuracy.

Fifthly, the researcher of this study concludes that in Chinese students' opinion, perhaps repetition strategy is an effective approach to learn the English language. In effect, naturally, rote learning had contributed to the overall effectiveness of the education system. For instance, Chinese students think mechanical memorization could assist them to retain information successfully. However, there are numerous limitations of this kind of language strategy. Instead of sticking to repetition strategy, meaningful learning seems more fundamental for language learning, which is conducive to cultivate the ability of analysis and creativity. In short, in order to obtain more advanced knowledge, the repetition strategy could hardly be satisfied by students.

Last but not least, the strategy of reviewing is pervasive in this investigation. In the Chinese education pattern, language learning is a complicated procedure, involving different strategies and stages, and students employ diverse strategies in various steps. There is an old saying spoken by Confucius, what is people can gain new insights through reviewing old materials. For most individuals, the useful method to strengthen and master the comprehension may be reviewing strategy. It might reflect the fact that the chief feature of Chinese traditional education is input-based learning. However, language learning could not remain in the input stage, and only meet the mastery of knowledge. It is evident that the输出 language learning should be highlighted so that the enthusiasm of students can be aroused maximally, and in the meantime, the communicative skills might be enhanced.

6. CONCLUSION

This paper has investigated a number of distinctive features of Chinese students' language learning. Some of them are analyzed in-depth, on the basis of cultural principles. On the one hand, the self-orientation and self-determination of Chinese students encourage them to use the strategies to achieve the final goals. Because of the high-power distance in a Chinese classroom, on the other hand, teachers may be viewed as supervisors and profoundly relied on by their students.

Besides the power of cultural elements, the Chinese education pattern may promote the utilization of LLS. Generally speaking, the traditional Chinese examination system leads to the generation of students' learning patterns. In this case, the sole purpose of language learning is to prepare for the examination. Similarly, due to this motivation, linguistic forms and details are highlighted, instead of communicative skills. In addition, from Chinese students' perspective, the repletion strategy and reviewing strategy could contribute to language learning in a certain sense.

In conclusion, this study that relates to the topic of cross-cultural communication and language learning has obtained an irreplaceable achievement, while further studies on these items should be carried out. Specifically, one of the chief weaknesses of this study is that the sample selection and collection is limited to one university only, and this sort of illustration could not be a wide representation. Moreover, it may be universally known that the causal relation could be revealed in a longitudinal study. In fact, the relationship of LLS and cultural setting has been illustrated in this investigation. However, the limitations of this study are the lack of exploring the degree of these connections and the comparisons with other areas. Therefore, it may be urgently to set up a more
complete structural system of cross-cultural theories and language learning practices.

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REFERENCES

How to Integrate Innovation and Entrepreneurship Education into Higher Vocational Physical Education

Yuzhi Jia  
Shandong Vocational College of Industry, Zibo, Shandong 256414, China

Abstract: Physical education is an important part of teaching work in higher vocational colleges, which has a direct impact on the overall quality of teaching work in higher vocational colleges. Under the background of "innovation and entrepreneurship", how to cultivate students' innovation and entrepreneurship consciousness and ability in the teaching process has become a major problem faced by higher vocational colleges. But it is worth noting that some higher vocational colleges pay less attention to innovation and entrepreneurship education in physical education, and the integration level of innovation and entrepreneurship education in physical education is low, which has caused some obstacles to the overall development of students. This paper briefly introduces the importance of integrating innovation and entrepreneurship education into higher vocational physical education, analyzes the challenges faced by related work, and puts forward some integration strategies, in order to bring some help for higher vocational colleges to improve their work.

Keywords: Higher vocational colleges; Innovation and entrepreneurship education; Importance; Integration strategy

1. INTRODUCTION
At present, the integration level of innovation and entrepreneurship education in higher vocational physical education is low, which is difficult to play the role of innovation and entrepreneurship education, and is not conducive to the improvement of students' innovation and entrepreneurship ability. At present, China's Higher Vocational Colleges gradually realize the importance of integrating innovation and entrepreneurship education into higher vocational physical education, and actively try to make some achievements. However, due to the influence of many factors, there are still some deficiencies in the penetration of innovation and entrepreneurship education in physical education, and the teaching work needs to be further improved. Therefore, it has a strong practical significance to study how to integrate innovation and entrepreneurship education into higher vocational physical education.

2. THE IMPORTANCE OF INTEGRATING INNOVATION AND ENTREPRENEURSHIP EDUCATION INTO HIGHER VOCATIONAL PHYSICAL EDUCATION
With the rapid development of social economy, various industries have been greatly developed, and the competition in the industry is becoming more and more severe, which puts forward higher requirements for talents. And in the context of college enrollment expansion, the number of higher vocational college graduates has increased significantly, in this case, the pressure of talent employment is increasing. In order to solve the problem of difficult employment of graduates and provide more high-quality talents for the society, the state actively promotes innovation and entrepreneurship education, in order to improve students' innovation and entrepreneurship awareness and ability, and promote the further development of students. Innovation and entrepreneurship education requires teachers to actively change their own ideas in practical work, establish a harmonious relationship between teachers and students, break through the limitations of traditional teaching mode on students' thinking, and cultivate students' innovation and entrepreneurship awareness and ability, so as to lay a good foundation for students' future development. Integrating innovation and entrepreneurship education into physical education can not only improve students' physical quality, but also cultivate students' innovation and entrepreneurship awareness and ability, and significantly enhance students' social competitiveness. And actively carrying out innovation and entrepreneurship education in physical education can change students' employment concept, help students face up to the competitive pressure of the talent market, realize their further development through innovation and entrepreneurship, and promote the long-term and healthy development of social economy [1].

3. THE CHALLENGE OF INTEGRATING INNOVATION AND ENTREPRENEURSHIP EDUCATION INTO HIGHER VOCATIONAL PHYSICAL EDUCATION
3.1 Lack of initiative
At this stage, the integration of innovation and entrepreneurship education in higher vocational physical education is facing the problem of lack of initiative. Higher vocational colleges do not fully understand the integration of innovation and entrepreneurship education into physical education, pay less attention to it, and can not actively promote the development of related work in practical work, which has caused some negative effects on the progress and quality of work. Moreover, due to the low degree of attention of higher vocational colleges, students' awareness of innovation and entrepreneurship is relatively weak, they lack sufficient understanding of the actual situation of the talent market, they are optimistic in the process of employment, and the number of people who try or are willing to carry out innovation and entrepreneurship...
is relatively small. The internal reason for this situation is that the proportion of innovation and entrepreneurship education courses in Colleges and universities is small, which limits the penetration of innovation and entrepreneurship education in physical education. Higher vocational colleges should pay enough attention to this problem in the actual work, and take effective measures to deal with it, so as to better carry out innovation and entrepreneurship education.

3.2 The assessment system is not perfect
The imperfect assessment system is also the main problem affecting the integration of innovation and entrepreneurship education into physical education, which has a great negative impact on the development of innovation and entrepreneurship education. Although at this stage, some higher vocational colleges in China gradually realize the significance and role of innovation and entrepreneurship education into physical education, and actively try to do it, but the current assessment system of Higher Vocational Colleges pays less attention to innovation and entrepreneurship education, which leads to the lack of standard and reliable evaluation of the integration of innovation and entrepreneurship education into physical education. In this case, it is difficult for teachers to find out the problems in time. The problems existing in the learning process of college students can not reasonably improve their own work, and it is difficult to effectively improve the integration level of innovation and entrepreneurship education in Physical Education [2].

4. THE PATH OF INTEGRATING INNOVATION AND ENTREPRENEURSHIP EDUCATION INTO HIGHER VOCATIONAL PHYSICAL EDUCATION

4.1 Formulate personnel training plan
In order to improve the integration level of innovation and entrepreneurship education in physical education, higher vocational colleges should pay attention to the development of talent training program, provide reliable basis for the development of innovation and entrepreneurship education, and standardize the development of related work. In the development of talent training program, higher vocational colleges should pay attention to the analysis of the social demand for talents, and make clear the actual situation of students. Based on this, the scientific and reasonable development of talent training program can ensure the efficient and orderly development of the follow-up work. Scientific and reasonable personnel training program can effectively mobilize the enthusiasm of students, attract students to actively participate in innovation and entrepreneurship education, so as to improve the integration level of innovation and entrepreneurship education in physical education teaching, improve students' physical quality and promote their innovation and entrepreneurship consciousness and ability.

4.2 Offering innovation and entrepreneurship education courses
In practical work, higher vocational colleges should pay attention to the creation of innovation and entrepreneurship education courses, so as to enrich the content of physical education, provide enough time for innovation and entrepreneurship education, and improve the integration level of innovation and entrepreneurship education in physical education. Higher vocational colleges should pay attention to appropriately increase innovation and entrepreneurship education courses according to talent training programs and teaching objectives, so as to provide students with reliable ways and sufficient time to contact and understand innovation and entrepreneurship education, so as to help students better learn relevant knowledge [3].

4.3 Holding innovation and Entrepreneurship Competition
In the past, the means of innovation and entrepreneurship education in Physical Education in higher vocational colleges are relatively backward, the teaching interest is low, the teaching atmosphere is dull, it is difficult to effectively mobilize students' learning enthusiasm, which makes the level of innovation and entrepreneurship education low, and the waste of time and effort is serious. Higher vocational colleges should be fully aware of the problems existing in the integration of innovation and entrepreneurship education into physical education, and actively improve it. In the actual work, higher vocational colleges can hold innovation and entrepreneurship competition in the actual work, through the interesting competition to better stimulate students' learning enthusiasm, make full use of students' competitive spirit, so as to reduce the difficulty of innovation and entrepreneurship education, improve the integration level of innovation and entrepreneurship education in Physical Education, and realize the substantial improvement of students' innovation and entrepreneurship consciousness and ability.

5. CONCLUSION
To sum up, the integration of innovation and entrepreneurship education into higher vocational physical education can improve the level of physical education to a certain extent, promote the improvement of students' innovation and entrepreneurship awareness and ability, and is of great help to students' future development. Under the new situation, physical education teachers in higher vocational colleges should fully realize the importance of innovation and entrepreneurship education, face up to the challenges faced by the integration of innovation and entrepreneurship education into physical education at this stage, and constantly promote the integration of innovation and entrepreneurship education into physical education by formulating talent training programs, opening innovation and entrepreneurship education courses, and holding innovation and entrepreneurship competitions, so as to strengthen the influence on students and promote the development of physical education. To promote the all-round development of students.

REFERENCE

Education and Teaching Management Under the Goal of Cultivating Innovation Ability in Higher Vocational Colleges

Yanli Chen
Zibo Vocational College, Zibo, Shandong 255314, China

Abstract: In the current teaching work of higher vocational colleges, schools and teachers pay more attention to the mastery of students' professional knowledge, so to a certain extent, they ignore the improvement of their practical ability and innovation ability. Under the background of rapid social development, China needs more excellent talents with strong practical ability and innovation ability, and only to ensure the learning ability Students with the above abilities can better stand firm in the society, adapt to the job, and become elite talents. Therefore, higher vocational colleges should optimize the teaching management of innovation education, achieve the ultimate goal of improving students' innovation ability, ensure the overall teaching quality and effect, make students become excellent talents to promote social development. Therefore, this paper will focus on the education and teaching management of Higher Vocational Colleges under the goal of innovation ability training, and then put forward the feasible countermeasures of implementation of explanation around the key points in textbooks, and let the students explore independently in this teaching work It can also encourage students to use their own self-learning achievements. Teachers should give full play to the advantages of guidance, implement, supplement and correct, so that students can experience the enthusiasm of independent exploration in the process of imperceptible influence, and expand the scope and depth of knowledge according to their own personalized needs. The ultimate goal of cultivating students' innovation ability is to enable them to have the ability of autonomous learning and form good learning habits of independent inquiry knowledge. Therefore, the higher vocational colleges should learn from each other, and combine their own teaching characteristics and the actual situation to implement and improve the management form [1].

Key words: Higher vocational colleges; Innovation ability training objectives; Education and teaching management

1. RESEARCH ON THE TEACHING MANAGEMENT OF AUTONOMOUS LEARNING TEACHING MODE

In the past teaching work, teachers pay more attention to the use of exam oriented education. Although quality education has been widely spread in recent years, it is still not fully promoted. According to the current teaching results, teachers are deeply affected by the traditional exam oriented education, which leads to the lack of vitality and enthusiasm in teaching work, resulting in students in a monotonous learning process and learning. When learning the key content, the teacher will let the students memorize by rote, which also causes the students to have the bad phenomenon of high score but low ability and mechanical learning. Therefore, it is of practical significance to carry out education and teaching management based on the goal of cultivating innovative ability in higher vocational colleges. Teachers are required to cultivate students to form good autonomous learning ability, be good at changing students' traditional learning attitude, actively integrate into the learning process and get used to autonomous learning. Teachers should change the traditional teaching methods, reflect the dominant position of students, return the classroom initiative to students, and let students actively explore and deeply analyze the key contents. Therefore, teachers should be good at meeting the requirements of the new curriculum reform, keep pace with the times, and get rid of the adverse effects of exam oriented education. Generally speaking, the teaching work of Higher Vocational Colleges and high schools is essentially different. In the daily teaching work, teachers should change the teaching form of directly telling the key content to the students, but set targeted teaching tasks according to the students' own characteristics, majors and levels, so as to realize the implementation of explanation around the key points in textbooks, and let the students explore independently in this teaching work. It can also encourage students to use their own self-learning achievements. Teachers should give full play to the advantages of guidance, implement, supplement and correct, so that students can experience the enthusiasm of independent exploration in the process of imperceptible influence, and expand the scope and depth of knowledge according to their own personalized needs. The ultimate goal of cultivating students' innovation ability is to enable them to have the ability of autonomous learning and form good learning habits of independent inquiry knowledge. Therefore, the higher vocational colleges should learn from each other, and combine their own teaching characteristics and the actual situation to implement and improve the management form [1].

2. EXPLORE THE USE OF SOCIAL PRACTICE DEVELOPMENT WORK TO CARRY OUT EDUCATION AND TEACHING MANAGEMENT

If higher vocational colleges want to carry out education and teaching management work under the goal of cultivating innovative ability, they should pay attention to adhering to social practice and implementing expanding teaching. The cultivation of innovation ability is not achieved overnight, but an emotional gradual process, which requires the joint efforts of teachers and students, so that students can strengthen the accumulation in their daily learning. For the students in higher vocational colleges, they have not entered the society, so they lack social experience and experience, and the promotion of innovation ability is inseparable from the support of rich social experience. If we simply use the traditional teaching form, it is obvious that we can not meet this requirement. In the context of the rapid development of society, the number of College Students' graduation is increasing. After entering the society, the students of Higher Vocational Internship need to face the severe employment situation and pressure. The phenomenon of
unemployment after graduation is significant. The main reason for this phenomenon is that higher vocational colleges simply pay attention to students' performance, implement the management of learning effect based on scores, and regard it as the key index to evaluate students, but fail to pay attention to the improvement of social practice ability. Even some students lack practical experience, and the school will not implement the assignment of internship tasks according to students' professional characteristics. In the face of this problem, teachers are required to change the traditional teaching form, integrate ability training and practice teaching, let students actively participate in social practice, enhance employment competitiveness, and create a good teaching atmosphere. When the students have good social practice experience and practical operation ability, they will also put the innovation consciousness into action to meet the trend of social development [2].

3. RESEARCH ON CARRYING OUT INFORMATION TECHNOLOGY SKILLS TRAINING AND IMPLEMENTING EDUCATION AND TEACHING MANAGEMENT

Under the background of the rapid development of the society, information technology has a wide application space in all fields of society. Therefore, it should be carried out by the implementation of education and teaching management by the implementation of skills training based on information technology. In order to make students have good innovation ability, they must have it literacy. It is the foundation and guarantee of cultivating students' innovation consciousness and ability. In order to achieve this teaching goal, teachers should pay attention to the optimization and innovation of public courses and information technology interpretation of technology and information technology, actively build interaction between teaching and learning, expand teaching resources, optimize teaching management means, strengthen communication with students and create digital teaching environment. In this context, it can significantly improve the students' practical ability to analyze and deal with problems with information technology, promote students' independent learning and inquiry learning, be good at using information technology to deal with practical problems, and improve their innovation awareness and ability [3]. The middle school students in higher vocational colleges have been exposed to the public information technology courses. As the administrators and teachers in the school, they should adhere to the students as the basis, from the individual needs of students, innovate the teaching form according to the students' professional characteristics, information technology capabilities and teaching priorities, and integrate the training of information technology application ability into the training mode of talents with characteristics of the school. It is necessary to promote the application, practice, theory teaching and other aspects of information technology, and promote students to grasp the key knowledge of information technology, and to apply it in practice and improve their practical ability. Generally speaking, in order to promote the development of education and teaching management, vocational colleges should be good at reform and innovation, strengthen the guidance to students, reflect their main position, and innovate the education and teaching management according to the individualized needs of students and the requirements of the current society for students [4].

4. CONCLUSION

It is very important for higher vocational colleges to carry out education and teaching management based on the goal of cultivating innovation ability. With the rapid development of society, China needs more talents with good innovation ability and innovation consciousness, which requires higher vocational colleges to cater to the trend of social development, pay attention to reform and innovation, and adhere to the main goal of cultivating students' innovation ability. Therefore, the school managers and teachers should change the traditional teaching concept and teaching mode, reflect the dominant position of students, respect students' personality, and implement the development of personal ability and comprehensive quality. Therefore, under the goal of cultivating innovation ability, higher vocational colleges should actively adopt autonomous learning teaching mode, use social practice to carry out work, and carry out information technology skills training, so as to let students learn Students receive more professional education and management, so as to improve the quality of learning and innovation ability, and lay a solid foundation for promoting the smooth development of education and teaching management.

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Challenges and Countermeasures of Ideological and political work in Colleges and universities in the network era

Wen Fu
College of Marxism, Baoji University of Arts and Sciences, Baoji, Shaanxi 721013, China

Abstract: With the rapid development of social economy and science and technology, the domestic education industry strengthens the teaching design and planning of Ideological and political subjects, and pays attention to improving students' moral quality and ideology, which helps to cultivate students to establish a correct outlook on life and values, and realize the important purpose of the development of university education. The teaching development of Ideological and political work in domestic colleges and universities is affected by the network era, increasing the application of advanced science and technology, and completing the development of students' vision and insight, but the application of network technology has a negative effect. This paper mainly analyzes the development of Ideological and political work, and the research results are only for reference.

Keywords: Internet age; Colleges and universities; Ideological and political work; Challenges; Countermeasures

1. INTRODUCTION

In the new stage, network technology has been widely used in social life. People have broadened their horizons through network technology, and provided convenience for people's life. At the same time, network technology makes use of virtuality and high efficiency to improve the pace and efficiency of social life, but it has brought some negative effects on people's life, such as people's dependence on network technology, as well as in the Internet. The irresponsibility of network sharing platform's speech needs to be dealt with by relevant national departments, so as to maintain the correct application of network technology in modern society. For the educational development of Ideological and political work in Colleges and universities, the application of network technology can increase the diversity of Ideological and political work, help to guide students to establish correct ideas and behavior, and then complete the educational purpose of talent training in Colleges and universities.

2. THE CHARACTERISTICS OF IDEOLOGICAL AND POLITICAL WORK IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF NETWORK ERA

2.1 Broaden the access to information, help to promote the development of Ideological and political work

In the context of the development of the network era, in the process of the development of Ideological and political education in Colleges and universities, teachers need to increase the effective application of network technology and change the traditional ideological and political teaching methods. Teachers can effectively combine the network resources and ideological and political education content, which helps to increase students' knowledge content, and then realize the effective influence on students' ideology. At the same time, in the daily education process, teachers increase the effective use of cloud computing assisted teaching platform to promote students' autonomous learning and exploration, so as to achieve the educational purpose of enriching students' knowledge system [1].

2.2 Enhance the targeted characteristics of Ideological and political work

Under the background of the network era, the educational activities of Ideological and political work in Colleges and universities have undergone important changes. Teachers' adoption of network technology can enhance the targeted advantages of Ideological and political work, improve students' learning quality and comprehensive quality, and complete the effective cultivation of students' life values. Through the research on the traditional form of Ideological and political work, it is found that due to the lack of information, ideological and political work is more traditional, and the application of network technology can break the obstacles of Ideological and political work, promote students to understand the content of Ideological and political work more widely, and increase the real-time and pertinence of Ideological and political work, which is conducive to improving the education quality of Ideological and political work.

3. ANALYZE THE CHALLENGES IN THE IDEOLOGICAL AND POLITICAL WORK OF COLLEGES AND UNIVERSITIES IN THE NETWORK ERA

3.1 The characteristics of network informatization bring challenges to the ideological and political work in Colleges and universities

Through the investigation of the development of Ideological and political work in Colleges and universities, it is found that the network informatization has brought some obstacles to the ideological and political work in Colleges and universities. It is precisely because the information content in the network is relatively extensive, and the database is relatively comprehensive, which helps to enrich students' knowledge system in the education work, but the network contains unhealthy network information, which will affect students' Ideological and political understanding Face to influence [2].

3.2 The characteristics of network virtualization bring
challenges to the ideological and political work in Colleges and universities
According to the research on the development of Ideological and political work in Colleges and universities, it is understood that the virtual characteristics of the network era hinder the development of Ideological and political work. It is precisely because the network world can build people's imagination and promote people's comprehensive release of mental pressure in the virtual world. However, students have poor control and are easy to fall into and unable to extricate themselves in the virtual world. The normal life of students has a certain impact, which is not conducive to the effective development of Ideological and political work. The development of the network mainly refers to the open environment, people are equal in the virtual world. Teachers can realize the relevant design and planning of ideological and political work by building relevant education bases, so as to enhance students' comprehensive understanding of ideological and political education and establish correct life values.

4.3 Strengthen the professional management and research of daily education work
The daily education arrangement of ideological and political work needs the attention and research of relevant teachers. In the teaching process, teachers should use network technology to carry out targeted education, strengthen the effective cultivation of students' ideological and political quality, and establish correct values and outlook on life. The construction of ideological and political work team in Colleges and universities plays an important role in promoting the development of curriculum education. The work team is mainly composed of student union, class cadres, counselors and other personnel. In the process of work, the ideological and political content and social development trend are analyzed as a whole, so as to improve the management of education.

5. CONCLUSION
To sum up, under the influence of the modern network era, domestic colleges and universities increase the effective application of network technology for the education arrangement of ideological and political work, and realize the expansion of students' thoughts and horizons by making use of the characteristics of informatization and virtuality of network technology, so as to achieve the educational purpose of enriching students' knowledge system. In view of the education of ideological and political work in Colleges and universities in the network era, the relevant education managers can effectively clarify the teaching tasks and responsibilities of teachers and deepen the importance of ideological and political work by strengthening the network information and monitoring, building the network ideological and political education base, strengthening the management of daily education work, and strengthening the construction of the working team. To improve the quality of ideological and political education in Colleges and universities.

REFERENCE
Reform and Innovation of Accounting Personnel Training Mode in Higher Vocational Colleges

Han Li  
Shandong Vocational College of Industry, Zibo, Shandong 256414, China

Abstract: In the context of the rapid development of society, the country has put forward higher requirements for education and teaching, and more urgent need for all-round talents. In the competitive social and economic situation, the competition between talents is more intense. Therefore, in the teaching of higher vocational colleges, we need to pay attention to the cultivation of all-round talents. For the cultivation of accounting talents, we need to reform and innovate the teaching mode, improve the teaching efficiency and quality, and cultivate more accounting talents for the national society. This paper analyzes and discusses the reform and innovation of accounting personnel training mode in Higher Vocational Colleges for reference.

Key words: Higher vocational colleges; Accounting talents; Training mode; Reform and innovation

1. INTRODUCTION

Now some accounting personnel training work in higher vocational colleges has gradually got the attention and attention of relevant personnel, but the teaching concept and teaching mode are still traditional and backward. Although the accounting teaching work has been continuously improved, the effect and quality are not ideal, the teaching work and teaching practice reform and innovation consciousness is not strong, and it is difficult for students to master the knowledge. In order to effectively apply to practice. In this context, although teachers can realize the importance of accounting teaching, the knowledge and skills that students master can not meet the actual needs of social development, and it is difficult to meet the requirements of enterprises for accounting professionals. Therefore, we need to fully understand the situation of accounting personnel training in higher vocational colleges, and apply effective solutions according to the actual situation, so as to improve the accounting teaching system and teaching mode, and cultivate more accounting professionals for the country and society.

2. THE CURRENT SITUATION OF ACCOUNTING PERSONNEL TRAINING IN HIGHER VOCATIONAL COLLEGES

2.1 Unclear direction of personnel training

Through the analysis and research of talent training in modern higher vocational colleges, we can know that some higher vocational colleges are not clear about the direction of talent training, lack of in-depth understanding of talent training, and have no long-term vision. In the specific teaching process of accounting major, we pay more attention to the professional theory teaching, but ignore the important role and significance of practical application teaching, which leads to students can not master the practical application ability, and then it is difficult to achieve the purpose of learning for application. Moreover, in the specific teaching, there is no purpose and pertinence for the cultivation of talents. Due to the influence and limitation of traditional teaching ideas, the teaching work lacks characteristics and does not conform to the trend of social development, which leads to the disconnection between accounting teaching and social development [1].

2.2 Comparison of teaching mode

According to the survey of accounting teaching in higher vocational colleges, there is the problem of teaching mode solidification. Although the teaching system can be gradually improved and perfected, and the importance of teaching practice application is gradually realized, in the actual teaching process, some teaching resources have not been effectively applied, so it is difficult to produce good results, and there are still practical applications. Only stay in the surface form, and the solidification of teaching mode leads to the lack of characteristics and practicality of teaching work, and it is difficult to stimulate students' interest and enthusiasm in learning, so it affects the final teaching effect, and students can not fully grasp the knowledge and practical application ability.

2.3 The overall level of teaching team is not high

Under the influence of traditional teaching concept, some teachers are lack of teaching knowledge, and their professional quality and teaching ability are not ideal, which will eventually affect the normal teaching work. The main reason is that the overall level of the teaching team is not high, some teachers' knowledge storage is not rich, and their practical application ability is not ideal, and their understanding of teaching work is not enough. In depth, only focus on theoretical teaching, lack of practical teaching, will ultimately affect the overall ability of accounting professionals.

3. SPECIFIC STRATEGIES FOR THE REFORM AND INNOVATION OF ACCOUNTING PERSONNEL TRAINING MODE IN HIGHER VOCATIONAL COLLEGES

3.1 Develop talent training strategy

If we want to ensure that accounting talents can meet the needs of social development, we should scientifically formulate talent training strategies under the current situation of social development, set teaching tasks and goals, and make clear the direction of running a school,
In particular, the development of some enterprises more urgently need accounting talents, which reflects the shortage of accounting talents. In addition, we should optimize and adjust the teaching mode of accounting major, establish a scientific and reasonable teaching system according to the needs of the current social development and the current situation of teaching, not only let the students of accounting major in Higher Vocational Colleges correctly understand the learning of this major, but also let the accounting talents have a deep understanding of the accounting profession, and realize the practical value of accounting major Value, comprehensive grasp of accounting professional knowledge. On this premise, to improve the moral quality and professional quality of accounting talents, we should also master the overall situation of enterprise development, and embody the role of accounting functions in the management and development of enterprises, so as to achieve the purpose of learning for application, contribute our own strength to the development of enterprises, and improve the application efficiency and quality of accounting professional knowledge and skills [2].

3.2 Reform teaching mode
In the context of the development of Internet information technology, information technology and multimedia equipment have been actively and widely applied to the teaching work, and the application of information technology and multimedia equipment in the teaching work of higher vocational colleges can produce good effects. For the teaching work of accounting major, it is necessary to flexibly apply information technology, reflecting the advantages of multimedia equipment teaching In this way, we can reform and innovate the teaching mode of accounting major, so that students can more intuitively understand and understand the professional knowledge of accounting, and the application of multimedia equipment can also show some actual situation of accounting work and teaching cases to students, which can provide students with the conditions and opportunities for practical operation, so that students can practice the knowledge they have learned In order to enhance the practical value of accounting professional knowledge, so as to achieve the purpose of learning for application. The application of information technology in teaching can arouse students' interest and enthusiasm in learning, enable students to accumulate learning experience when they understand theoretical knowledge, and master learning methods and skills, so as to ultimately improve students' learning quality, lay a solid foundation for students' next learning and practical application in society, and provide favorable conditions [3].

3.3 Building a high level teaching team
In the current situation of the development of the times, teachers in higher vocational colleges need to have a higher level of professionalism and teaching ability, so as to meet the needs of social development and the requirements of teaching work. Therefore, in order to improve the teaching quality of accounting major, it is necessary to build a high-level teaching team and strengthen the reform and innovation of teaching mode. Therefore, there are higher requirements for the teaching ability level of accounting teachers, and teachers should not only actively improve their teaching professionalism, but also improve the teaching ability level, so as to clarify the current accounting major In order to cultivate more excellent accounting professionals and contribute to the development of the country and society, we should deeply study the teaching methods and adjust the teaching mode in the face of the actual teaching problems.

4. CONCLUSION
In a word, in the current fierce competition environment, the traditional accounting teaching mode in higher vocational education can not meet the needs of social development, so we need to reform and innovate the teaching mode, which is also the problem faced by the current accounting teaching work in higher vocational colleges, and also the problem that needs to be solved urgently, so we have to make clear the current situation Only with the development of society and the current situation of teaching, can we carry out the reform and innovation of teaching measures to improve the teaching effect of accounting major.

REFERENCE
Employment Oriented Vocational Education Reform of Automobile Maintenance Major

Jiangang Li
Zibo Vocational Institute, Zibo, Shandong 255300, China

Abstract: With the promotion of quality education and the urgent demand of the society for talents, the education mode of higher vocational colleges needs to be reformed. In the automobile maintenance specialty, teachers generally have the phenomenon of "emphasizing theory and practice", which seriously hinders the development of students' employment. Therefore, this paper should combine employment-oriented education and teaching reform to create a new world for students' future.

Key words: Automobile maintenance; Vocational education; Employment; Reform

1. INTRODUCTION
At present, the teaching quality of higher vocational education is not satisfactory, which has become the key challenge object of future development. Because of the poor overall situation of automobile maintenance teaching, the students receive education backward. Therefore, in the future development, the school will take the specific reform of this major as the focus of the work, which is to provide students with a high-quality education and lay a foundation for their graduation development.

2. THE CURRENT SITUATION OF VOCATIONAL EDUCATION AND TEACHING OF AUTOMOBILE MAINTENANCE SPECIALTY IN CHINA
First of all, the teachers of automobile maintenance in the school are weak. At present, there are few teachers with rich experience and profound theory, only fair distribution can be made for students to get the teaching of "double teacher" teachers. In the past interview stage, because the school lacks the faculty, the new teachers' quality is not all the same, which can not meet the needs of students.

Secondly, the teaching materials of automobile maintenance specialty need to be updated, because the content of the current stage is a little backward. At present, the rapid development of economy and technology models and technologies has become more and more complex, and the theory is also improving. The cases and theories in the textbooks are in the initial stage, which can not meet the technical theory needs of the students at present stage. Then vocational colleges should make reform on the teaching materials.

Moreover, the students' cultural foundation is not solid enough. When the teacher tells the theory of automobile maintenance, the students can not penetrate effectively and lose their interest in the major. Therefore, in the next development, teachers should analyze the theoretical knowledge effectively, so that students can get the understanding of theoretical knowledge in practice.

Finally, the teaching mode of the school is in line with the teaching of "cramming" and the examination oriented education, which is not suitable for the development goals of students. Imagine that teachers in higher vocational colleges are usually directly served by colleges and universities in their lifetime. At this time, the teaching experience is too little and they are directly retelling according to the knowledge points of textbooks. Therefore, the phenomenon of "emphasizing theory and practice" mentioned above appears, and the ability training of students is also delayed.

3. THE FUTURE DEVELOPMENT PROSPECT OF AUTOMOBILE MAINTENANCE WORKERS
In the past, the main means of maintenance master was to rely on: looking, smelling, listening and touching, so as to eliminate the fault and find the fault. Now the maintenance skills are gradually high-end, which has been combined with electronic technology, improving the efficiency and quality of work. In addition, sensors are added to all parts of the car. If there is a problem, it will be checked out at the first time. The characteristics of safety, comfort, environmental protection and reliability are more prominent. According to the current situation, the number of 4S stores in China has been increasing, and people's requirements for travel are becoming more and more stringent, so Mechatronics maintenance talents are the demand for future development [1].

4. EMPLOYMENT ORIENTED VOCATIONAL TEACHING REFORM OF TRADITIONAL AUTOMOBILE MAINTENANCE MAJOR
4.1 Adjusting teaching courses
During the course adjustment, the relevant colleges and universities should take a long-term view and combine with the social development, so as to meet the basic needs of talent cultivation, and the students can have jobs to do after graduation; the teaching materials should be reformed, because the scope of learning is too limited, and more modern skills and cases need to be added to meet the students' learning needs; the colleges and universities should improve the teaching materials In order to investigate the changes in the automobile maintenance market, new courses such as sheet metal maintenance course, painting course, machine course, etc. can be added appropriately, so as to broaden students' horizons and skills.

4.2 Changing teaching methods
The most obvious characteristic of automobile maintenance major is strong practicality. Therefore, during the specific opening period, we should adhere to the mode of "practice + theory" to teach, and combine the
theoretical knowledge mentioned in books with relevant operations, so that students can gain experience in continuous practice and strengthen the communication with teachers. As a result, the classroom atmosphere becomes strong and students' learning enthusiasm and participation are enhanced. The growth rate has been increasing. In the specific teaching, teachers should use case teaching method to provide more detailed education for students, or stimulate students' thinking through cases, and let students discuss the existing problems through group cooperative learning method, so as to cultivate their initiative and open their thinking. In addition, some real cases of car failure can be appropriately played and watched by students, and students can be asked what kind of measures they will take at the scene, so as to cultivate students' problem-solving ability [2].

4.3 Strengthening the construction of teaching staff
In the following work, vocational colleges should pay attention to the cultivation and management of automobile maintenance major, strengthen the construction of teaching staff, and provide more quality education for students. Therefore, the hierarchical leaders should arrange professional teachers for further education, hoping to learn more advanced teaching experience and education mode in the process of further education; or arrange teachers to enter the front-line practical learning, so that they can intuitively contact the theoretical knowledge in books, and learn the skills that will not be mentioned in books. In this environment, teachers' "theory + practice" ability can continue to improve promote. Secondly, due to the different functions of teachers and the different courses they face, colleges and universities can strengthen the transformation of culture teachers to professional teachers, or professional teachers can learn the content of culture teachers, so as to realize the "double qualified" comprehensive teachers. Moreover, the outside teachers can also use, after all, the lack of teachers in the school, this can effectively slow down the situation, so as to provide more professional teaching for students.

4.4 Arrange the practice and training well
Since the teaching objectives of vocational colleges are replaced by the mode of "employment oriented", relevant personnel should adjust the teaching courses and teaching modes as soon as possible and integrate them, so as to create a good atmosphere, and students' practical training of curriculum practice should also broaden the class hours. First of all, during the course setting of the new semester, teachers should consider the coordination between the theoretical curriculum and the practical course of students, and ensure that the guidance of the theoretical curriculum is not lost while strengthening the practical training course, so as to realize the effective education mechanism. Secondly, vocational college students need to take relevant certificates. As teachers, they can set up the relevant contents and modules for the students during the training to exercise their psychology. Meanwhile, the professional knowledge and operation skills of students can be improved, which can be said to be two success. The training of this mode, combined with the daily grade examination, can be said to be a two stroke. To some extent, students' theoretical skills and operational abilities can be improved, and skilled talents are born. In addition, vocational colleges and relevant enterprises should cooperate to implement the training base outside the school. When students enter the field maintenance environment, they can also gain more experience, which is the most direct means to improve their ability.

5. CONCLUSION
To sum up, it is a brief analysis of the employment oriented vocational education reform of automobile maintenance major. In view of the above discussion, it can be seen that there are many teaching deficiencies in automobile maintenance major, which limits the ability of students to a certain extent. Therefore, this paper refers to the employment oriented vocational teaching reform of the traditional automobile maintenance major, hope for reference.

REFERENCE
On the Cultivation of College Students' English Translation Ability of Traditional Culture

Ke Li
Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: Under the background of the new era, on the one hand, the process of globalization is accelerating, China's degree of opening to the outside world is increasing, and the demand for English translation ability is also growing; on the other hand, China needs to establish “great power confidence” and "cultural confidence", strengthen the social influence of traditional culture, and improve cultural soft power. Therefore, it is necessary to pay more attention to the cultivation of English translation ability of traditional culture. In this article, we will take the cultivation of traditional culture translation ability as the core starting point, systematically elaborate the shortcomings of English translation teaching in Colleges and universities at this stage, and on this basis, deeply explore the relevant education path, so as to effectively improve the students' traditional culture translation ability. Key words: Colleges and universities; Traditional culture; English translation ability

1. INTRODUCTION
As we all know, language is the key to open a civilization, carrying a civilized culture, which leads to the students inevitably be instilled some western culture and influenced by Western values in the process of learning English. Especially for college students, it is a young generation in China, limited by age experience, weak discrimination ability, and more vulnerable to the erosion of foreign culture. Moreover, college students are the pillar of our country in the future, and they need to pay more attention to the shaping of their values. At the same time, in order to realize the great rejuvenation of the Chinese nation, China needs to become not only a military and economic power, but also a cultural country. It is necessary to translate traditional culture into English so as to spread it all over the world.

2. THE SHORTCOMINGS OF ENGLISH TRANSLATION TEACHING IN COLLEGES AND UNIVERSITIES AT PRESENT
2.1 Not aware of the seriousness of the invasion of values
Due to the influence of stereotyped educational thinking, teachers pay more attention to the students' mastery of English vocabulary and English grammar in the process of English translation teaching. These two are the basis of English learning, which will directly determine the strength and weakness of students' English translation ability. Too much attention will be paid to the mastery of knowledge and skills, without noticing the cultural invasion under language learning, and the western thoughts use language as the basis for English learning. As a button, language learning is influencing the values of college students in China. At the same time, it will lead to the introduction of foreign culture as the focus in the translation industry in China, which will make the western culture spread more widely in China [1].

2.2 Lack of attention to the cultivation of traditional culture translation ability
In the modern process, China lagged behind the western countries in the early days. In order to develop, we need to learn foreign knowledge and skills. The focus of English translation is to learn western advanced culture and technology. The mode is "from the outside to the inside", not "from the inside to the outside". However, with the development of the times, our country has gradually caught up with or even surpassed the western countries, and the focus of English translation should be shifted, gradually increasing the content of traditional culture English translation. However, in the teaching practice, due to the influence of inertia, some teachers have not changed their teaching ideas in time, and lack of attention to the cultivation of College Students' traditional culture English translation ability.

3. EFFECTIVE WAYS TO CULTIVATE COLLEGE STUDENTS' ENGLISH TRANSLATION ABILITY OF TRADITIONAL CULTURE
3.1 Change the concept of teachers and enhance traditional cultural literacy
Teachers are not only the front-line teaching staff, but also the important "guide" in students' learning activities. Their own attitude will largely determine the teaching efficiency and teaching direction. Therefore, in order to effectively improve students' English translation ability of traditional culture, we must first reverse some teachers' misconceptions and make them realize the importance and necessity of cultivating students' English translation ability of traditional culture. At the same time, the essence of teaching process is the process of transferring information and knowledge from teachers to students. The prerequisite is that teachers have enough knowledge and skills. In this case, teachers should enhance their traditional cultural literacy and improve their ability to translate traditional culture into English, so as to support the smooth development of English translation teaching activities [2].

3.2 Strengthen the construction of Library and enrich the content of traditional culture translation
Any language ability learning, need to rely on a large number of literature, traditional culture English translation ability training is no exception, students must read a large number of traditional culture English translation materials, in order to have a general understanding of it, and on this basis to learn traditional culture English translation skills. Unfortunately, although in the information age, students
can use the Internet to access a large number of materials, but for traditional culture English translation materials, on the one hand, the content is less, and it is more difficult for students to retrieve; on the other hand, the quality of Internet information is uneven, and students lack the ability to distinguish, and can not effectively identify the mistakes, which will lead to students in the wrong direction Exhibition.

As a place for students to study after class, the library has the responsibility and obligation to provide students with various learning aids. It should search for a large number of traditional culture English translation materials, organize English teachers to review and select the best materials for students to learn.

3.3 Follow the education path of "from easy to difficult", and gradually improve students' interest in learning. Results in the process of English translation teaching, students are allowed to learn how to translate the awkward traditional cultural works such as Lisao and Daodejing. Not only are students limited by the level of translation and unable to achieve effective breakthrough, but also students are afraid and their interest in English translation of traditional culture is inhibited to a certain extent. Therefore, we should follow the education path of "from easy to difficult". First, we should introduce the translation of Chinese traditional culture articles such as "Lion Dance" and "Spring Festival" as the teaching content, so as to help students establish their self-confidence in learning. These traditional customs are vivid and interesting, which can inject a lot of interesting factors into the teaching content and greatly improve the attraction of teaching activities to students, so as to effectively stimulate students' interest. It can arouse students' interest in learning, encourage their enthusiasm for learning, and make them more actively participate in the learning process of traditional culture English translation [3].

At the same time, in order to further enhance students' interest, we should also adopt more diversified teaching methods, so as to break the shackles of traditional education mode, activate the classroom atmosphere, and play a better teaching effect. For example, in cooperative learning group activities, students can be divided into groups for discussion and exchange, and explore and make progress together. On the one hand, students can exchange what they need and realize complementary thinking, which makes students master knowledge more comprehensively and deeply; on the other hand, the organizational form of small groups also strengthens the connection between group members, when a group member has problems Other group members can effectively urge when they are in a mood of laziness.

4. CONCLUSION
In general, in the process of foreign exchange, not only the advanced foreign culture should be introduced, but also the essence of traditional culture in China should be spread out. However, in the English translation teaching activities of our universities, due to the influence of various practical factors, the teaching center is too much to translate foreign texts, which has contributed to the invasion of foreign culture, and there is a certain degree of contempt for local cultural translation, which makes the traditional culture unable to go abroad. At the same time, because of the profound and profound traditional culture in China, a large part of it appears in the form of classical Chinese, which is difficult to translate. Further exploration and research are needed to find a more efficient way to cultivate the English translation ability of traditional culture.

REFERENCE
Research on the Teaching Management System of Higher Vocational Education Under the Mode of Modern Apprenticeship

Xinyi Liu
Department of Animation Art, Vocational Institute, Zibo, Shandong 255314, China

Abstract: Under the background of the rapid development of society, all industries in China have broad development space. In order not to be eliminated by the society and enhance the social competitiveness, all industries should pay attention to introducing more excellent talents. However, the demand for talents in all industries is complex and diverse, which requires strengthening cooperation and exchanges with colleges and universities, formulating professional talent training mode, so as to promote the teaching reform, implement the enterprise demand as the starting point of teaching, and innovate teaching methods and contents. In order to improve students' professional skills and comprehensive ability, the modern apprenticeship training mode is of practical significance to significantly improve students' practical ability. Therefore, this paper will focus on the modern apprenticeship personnel training mode of higher vocational teaching system management system as the theme to carry out the analysis, through a detailed understanding of the key points of higher vocational teaching management system, and then put forward the feasible countermeasures of Constructing Higher Vocational Teaching Management System under the modern apprenticeship personnel training mode.

Key words: Under the modern apprenticeship talent training mode; Higher vocational education; Management system

1. THE KEY POINTS OF HIGHER VOCATIONAL EDUCATION MANAGEMENT SYSTEM UNDER THE MODERN APPRENTICESHIP TRAINING MODE

In the context of the rapid development of the current society, higher vocational colleges pay more attention to the use of diversified means to carry out teaching management and to build a perfect management system. But based on the modern apprentice talent training mode, higher vocational colleges should pay attention to cooperation with enterprises. Because most of the modern apprentice talents education plans are gradually approaching the supply guidance direction, we should design the system reasonably in the current development stage, and take into account that the institutions of talent education are colleges and Universities, not cooperative enterprises. At present, modern apprenticeship education has diversified characteristics, but it is also the key subject to realize the school. If the enterprise oriented training mode is used to optimize and perfect the modern apprenticeship teaching work, it will lead to the excellent talents of enterprise training only oriented to the post that

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key basis for the implementation of curriculum management directly reflects that to implement the construction of modern apprenticeship reform mode, we should promote the effective management of the modern apprentice talent training plan education model, so as to promote the innovation of higher vocational education, and make students have good adaptability and enhance their working consciousness after entering the society or entering the enterprise. In addition, in the course construction reform of each specialty, we should adhere to the individualized needs of talents and skills of enterprises, and offer professional and systematic professional courses. We can also appropriately increase experimental and activity courses, integrate theory teaching and practical teaching, and create a good teaching environment with Internet technology, so that students can strengthen the learning of computer technology and grasp the skills Grasp computer operation skills and meet the development needs of market and industry [2].

2.2 Teachers construction
The implementation of training skilled talents is one of the key teaching objectives of higher vocational colleges, so carrying out practice teaching is the basic guarantee to significantly improve the level of talents' skills. Building practice platform and optimizing and innovating teachers' practice means have a far-reaching impact on the training of skilled talents. Higher vocational colleges and related enterprises should provide their own tutors with strong professional skills and high comprehensive quality as professional teachers. Teachers in higher vocational colleges are mainly responsible for explaining theoretical knowledge; while teachers in enterprises should be responsible for students' practical activities, so that students can deepen their mastery of theoretical knowledge in practice. At the same time, as teachers in Higher Vocational Colleges and enterprises, they should strengthen communication, share teaching experience, record students' growth together, and promote students' healthy growth and all-round development [3].

2.3 Focus on Management
The main advantage of higher vocational teaching management system based on Modern Apprenticeship talent training mode is that it can realize the rational application of resources, and in this management work, it will also provide students with professional, rich teaching theory resources and enterprise practice platform, and then improve students' comprehensive practical ability. Students' learning resources are no longer limited to what teachers explain in class. For example, teachers can let students use learning websites to obtain learning video or picture resources. They can also design free open courses to enable students to strengthen their learning and obtain more professional theoretical knowledge. At the same time, higher vocational colleges should also optimize the arrangement of school resources, implement resource sharing, and improve the effectiveness of teaching. As the key demanders of higher vocational colleges, cooperative enterprises should have in-depth communication, provide practical platform and opportunities, encourage students to strengthen the experience of relevant professional workflow, so as to consolidate theoretical knowledge, have higher practical level, and make scientific planning for their own future and career development. In addition, according to the current professional training and popular industry standards, it is actually the main feature of modern apprenticeship. Higher vocational colleges and related enterprises should combine professional knowledge with corresponding jobs, so as to promote higher vocational college students to have an adaptation stage in the process of transferring from classroom to jobs, so as to better integrate into enterprise jobs. In addition, higher vocational colleges and related enterprises should carry out practice management and training for students while implementing modern apprenticeship talent training plan, and build a practical teaching management system [4].

3. CONCLUSION
Through the analysis of the above problems, we fully realize the importance of Constructing Higher Vocational Teaching Management System under the modern apprenticeship talent training mode. However, it is undeniable that the current higher vocational colleges still face various problems in adopting the modern apprenticeship talent training mode, which need to face the existing problems with a correct perspective, actively build a government led, industry active participation, school enterprise cooperation teaching management system, so that students can receive more professional education, and improve their practical ability in the process of subtle influence Thinking ability, to become high-quality skilled talents in the society. Therefore, in the modern apprenticeship talent training mode, we should pay attention to curriculum innovation, improve teachers, and carry out scientific management to build a higher vocational teaching management system, so as to lay a solid foundation for promoting the smooth development of talent training and construction in higher vocational colleges.

REFERENCE
On the Cross-Cultural Teaching Mode of College English

Ya Liu
School of International Education and Humanities, Kedagaoxin University, 710109, China

Abstract: With the rapid development of society, the culture of different countries and regions is also actively infiltrating. College students are the driving force of social development. In the process of learning English, they should not only master the local cultural knowledge, but also contact and learn foreign culture, so that they can communicate well with people from different countries and regions. And then help to improve their communication ability. As colleges and universities, we should not only let students master knowledge, but also cultivate students' communicative competence in the cross-cultural teaching mode. This paper analyzes and discusses the cross-cultural teaching mode of College English for reference.

1. PREFACE
After the reform and opening up, the national economy has made great achievements, and has also been recognized and affirmed by the people of other countries, gradually attracting a large number of foreign tourists to China to work, travel, go to school, exchange, etc. College English teaching needs to enable students to have good communication and interaction with foreign friends from English speaking countries, so that foreign friends can have a deeper understanding of China, understand China and experience Chinese culture. The application of this teaching mode, some universities have been gradually improving the teaching mode, and committed to improving the efficiency and quality of English teaching, in the future teaching also need to explore the cross-cultural teaching mode, in order to cultivate more English communication talents for the national society.

2. THE IMPORTANCE OF CROSS-CULTURAL TEACHING MODE
The purpose of College English teaching is to cultivate professional English communication talents, so as to achieve the penetration and integration of language knowledge and culture. Therefore, the implementation of cross-cultural teaching mode in university teaching can not only cultivate students' listening, speaking, reading and writing ability, but also enable students to master and understand foreign culture, foreign friends' language environment, living habits and foreign culture, etc. Therefore, after the application of cross-cultural teaching mode, students' understanding of language and culture can be improved, and students' language and culture can be cultivated Communicative competence [1].

3. SPECIFIC STRATEGIES OF COLLEGE ENGLISH CROSS-CULTURAL TEACHING MODE

3.1 Clear teaching purpose
Through the analysis of the current situation of College English teaching, we can know that we need to make clear the fundamental purpose of English teaching, cultivate students' good language expression ability and communication ability, and improve students' understanding of cross-cultural communication. In the aspect of cultivating students' language expression ability, students need to master basic language knowledge, including English words, vocabulary, sentences and grammar. In addition, students should also have good writing ability and translation ability. Students' communicative competence requires students to have a wealth of language knowledge reserves, strengthen language communication, improve students' understanding of cross-cultural communication needs to have a good sense of language, and flexibly apply the English language knowledge in a certain language atmosphere, so as to improve their communication ability in a variety of cultural atmospheres [2].

3.2 Improve the teaching mode
Students learn English under the cross-cultural teaching mode. In order to improve their language communication ability, under the cross-cultural teaching mode, students' understanding of English and cultural communication need to be effectively improved. In the learning process, they need to accumulate rich language knowledge and be able to communicate well with different communication objects in different language backgrounds. In addition, students need to think deeply about the characteristics of English language, explore the core value and spiritual connotation of language knowledge, and need to integrate English with their native language, so as to achieve the positive combination between cultures. Through thinking and analyzing the characteristics of different languages, we can know that only when students recognize the differences between cultures can they better master and apply language knowledge, and can they integrate their inner feelings into their learning. With the help of teachers, students can avoid the wrong understanding of culture when learning English, and can apply effective learning methods and skills to master English knowledge, which requires a sound teaching mode to achieve the ultimate teaching purpose.

For English learning, the knowledge of English culture is very important. After mastering English cultural background and language characteristics, it can help students to have a more comprehensive understanding of English learning. The application of language knowledge can provide good opportunities for students to learn English, and it can strengthen students' cognition and
application of knowledge after practical application, so as to improve their practical application ability [3]. In this process, students' understanding of cross-cultural learning can be effectively improved, and students' language cognitive ability can be cultivated, which lays a solid foundation for students' future learning and provides favorable conditions. Students' intercultural communication is gradually improved after continuous practice and application, and students' intercultural communication ability is also constantly cultivated and improved.

3.3 Change teaching method according to teaching principles

In the process of applying the intercultural teaching mode of College English, it is necessary to follow the scientific teaching principles, which mainly includes: first, we should ensure that language teaching can be well reflected in the cultural system in which the language is located, and that the cultural teaching and language teaching work can be combined organically to realize mutual dependence and mutual development; in addition, teachers should have Effectively cultivate students' intercultural communication ability. In the actual English teaching process, teachers need to take students as the main body of teaching, and the teaching work needs to be carried out and implemented according to the actual situation of students and the teaching needs. In the process of intercultural English teaching practice, the differences between students and the needs of students for English learning need to be integrated into the English teaching methods, and as a teaching principle, the teaching methods under the cross-cultural background should be changed. Under the background of the integration and development of multi-cultural, the infiltration and exchange between cultures is very important. Therefore, the English Teaching in the cross-cultural context needs to meet the needs of global cultural development, and to clarify the current situation of the development of the times, and to cultivate all-round communication talents more in line with the development of global society, economy and culture. The cross-cultural communication needs to achieve the goal of mutual communication, effectively improve the efficiency and quality of intercultural English teaching, strengthen communication and interaction in specific college English classroom teaching, so as to meet the needs of College English teaching. It is necessary to improve the cross-cultural teaching mode in accordance with the principles of English teaching, which is the necessary requirement of the current English teaching work, and also the direction of development. Therefore, it is necessary to change the teaching mode constantly according to the actual situation of students and the teaching needs. In the teaching of cultural exchange, the traditional communicative teaching method is a commonly used teaching method, and in the context of social development, task driven method can be used flexibly to carry out English teaching.

4. CONCLUSION

In a word, the application of College English cross-cultural teaching mode in English teaching needs the attention and attention of relevant personnel. It is necessary to improve students' cross-cultural communication ability as the purpose of teaching task. As an English teacher, we need to strengthen the reform and innovation of teaching mode under the current situation of social development, so as to improve students' learning efficiency and quality. The English teaching work under the cross-cultural teaching mode needs to improve students' language expression ability and communication ability, so as to cultivate more communication talents for the society.

REFERENCE


Translation and Transplantation -- The Decorative Features of Hainan Guild Hall

Lin Chen, Linfeng Shao
School of Art, Sanya University, Sanya, 572022, China

Abstract: Hainan guild hall is the product of the combination of Commerce and immigration culture. Starting from the characteristics of decoration culture, Hainan guild hall forms the diversity and particularity of decoration through the collision and integration of local decoration culture, Fujian and Guangdong decoration culture and overseas decoration culture.

Key words: Hainan; Guild hall building; Decoration culture

1. INTRODUCTION

Hainan guild hall appeared as a mature architectural type in Qing Dynasty. In the early period, businessmen from Fujian and Guangdong were active in Haikou. In the later period, businessmen from all over the country spread from Haikou to Lingshui, Wanning, Jiaji and other areas, and established many geographical guilds. Local businessmen also formed Qiong merchants. The emergence of business groups not only promoted the economic development of Hainan Island, stimulated the unity and cooperation of local businessmen, but also brought foreign guild buildings and architectural culture. When local businessmen have money, they begin to look for development opportunities overseas; At the same time, I took the building branch of Hainan guild hall and Mazu temple. Starting from the decoration culture, this paper analyzes the diversity and particularity of Hainan guild hall's unique decoration through the collision and fusion of local decoration culture, Fujian and Guangdong decoration culture and overseas decoration culture[1-7].

2. LOCAL ARCHITECTURAL DECORATION CULTURE

The local guild hall buildings in Hainan are all made of local materials with strong subtropical regional characteristics; Among them, decorative culture occupies an indispensable weight in Hainan traditional guild hall, which is mainly reflected in its unique use of decorative materials, decorative techniques, decorative themes, decorative patterns and decorative colors.

2.1 Decoration materials and techniques

Hainan island culture is rich in marine resources and forest resources. The decoration materials of the guild hall are often made of volcanic stone, and then decorated by the local unique provincial intangible cultural heritage "Longtang carving"; The decorative beams, window lattices, partition fans and porch pillars are made of local rosewood and litchi wood by sinking and penetrating carving. The beams are decorated by mortise tenon structure to beautify the space; Using coral or shell as raw material to grind and make lime, and then adding plant ash and other materials to the lime, it is used to whitewash the wall or make the gray plastic decoration of the roof. Gray plastic adapts to high temperature, and is mostly used in the lintel, window frame, gable, eaves, local wall and other parts. It is combined with other decorative techniques to form a unique architectural decorative art style in Hainan.

2.2 Decorative themes and patterns

The main functions of Hainan traditional Guildhall are "benefitting the local feelings, joining the celebration, welcoming the gods, and helping the volunteers". Therefore, the decorative themes all come from folk customs. The common decorative themes are flowers, birds, insects and fish, landscape pavilions, rare birds and animals, story characters and so on. In the construction of Hainan guild hall, exquisite murals are often decorated under the eaves and between the beams. For example, there are three color pictures of story themes painted on both sides of the corridor of Shunde guild hall, in which the introduction of bats means the arrival of good luck; Willow juice dye clothing implies the title of the golden list; Tao gongzu three let Xuzhou implied that the draftsmen hoped that the guild culture could be better protected and inherited by the people who trusted; From these themes can reflect the builders for the heritage of the cultural spirit of the guild hall and a better life yearning. In addition to decorative themes, decorative patterns are also essential elements. Local businessmen mainly focus on fishing and hunting economy, live on water, and advocate marine culture. Marine related organisms can be used as elements, such as dragon, fish, frog and so on; The water plants and algae decorate the walls, beams and other parts through different forms. Because the ancestors of Hainan island lived on the sea, their reverence for fish and animals gradually evolved into totem worship. They think that fish contains a variety of moral meanings: first, fish "Yu" homonym, with auspicious meaning, take righteousness every year more than rich and respected; Second, fish live in water, which has the property of water and can prevent fire; Third, thousands of fish spawn, strong reproductive capacity, a symbol of children and grandchildren.

2.3 Decorative color

For example, the top of the blue brick gable of Shunde guild hall is not only painted with white, but also set off by adding blue and gold curling grass patterns on top of the white, The overall design of the guild hall brings the beauty of hierarchy. Of course, due to the multi-cultural influence of Hainan local guild hall, in addition to the culture of Fujian and Guangdong, Nanyang culture also has a greater impact on it. In addition to the construction time is later than other areas of the guild hall, in the color...
collocation is more bold, in addition to the overall white this plain color whitewash wall, for the stroke line and decorative patterns of color has bright solid color to set off, from a distance it is very eye-catching, give people a refreshing feeling.

3. FUJIAN AND GUANGDONG ARCHITECTURAL DECORATION CULTURE

The architectural decoration of Fujian and Guangdong Guildhall is elaborate, colorful and full of popular atmosphere. Brick carvings, stone carvings and wood carvings are widely used, and most of them are painted and inlaid to decorate the appearance of buildings. In terms of subject matter and color quality, they pay more attention to the various related meanings of "sound, shape and meaning". Therefore, the categories are relatively unified, including historical figures, drama stories, auspicious animals and gods, Buddhism and Taoism. After it was introduced into Hainan, the decoration techniques, themes and colors were also different from those in Hainan.

3.1 Decoration techniques and forms

Local diabase is used in the architectural decoration of guild halls in Fujian and Guangdong areas, which is hard, firm and not easy to be weathered. The stone carving technology based on it mainly uses round carving, relief carving and openwork carving to create a flexible, vivid and three-dimensional feeling. The interior walls of Fujian guild hall will be decorated with stone carvings, such as the two sides of the gate, the inside of the gable, the stone column and the column base; In addition, the stone decoration components, such as Panlong, lion and Baogu stone. Fujian woodcarving embodies the traditional characteristics of "no wood, no carving, no wood, no carving". It adopts mixed carving, through carving and round carving, and its decoration techniques are complex and gorgeous, dense and airtight. It forms a sharp contrast with architecture and shows the unique charm of traditional woodcarving. The techniques of stone, wood and brick carving in Fujian and Guangdong Guildhall, which was introduced into Hainan, are different from those in Fujian. The Chaohou guild hall is decorated with relief, round, sunk and pasted carvings on the interior and exterior panels, walls, drum stones, beams, steles and column bases; In addition to stone carving, wood carving is mainly made of stick carving and through carving techniques. It is mostly made of camphor wood, ebony or huanghuali wood. The decoration is used in beams, doors and windows, eaves, sparrow and other parts.

3.2 Decorative themes and patterns

For example, the upper part of the roof is mostly legends and allusions, while the lower part is mountains and rivers, flowers and birds, rare animals; Wall decoration, historical figures, legends and allusions, etc; The beams, doors and windows are usually decorated with auspicious animal or plant patterns, which have profound implications. The allusions are based on historical stories such as the romance of the Three Kingdoms, the romance of Sui and Tang Dynasties, or legends of eight immortals, double stars of fortune and fortune, God of wealth, etc; Most of the historical figures are loyal and patriotic, honest and filial; The theme of animal decoration is mainly dragon, unicorn, Phoenix and crane with auspicious meanings; Plant themes are mainly flowers, leaves and fruits, which have the same auspicious meaning as animal themes. For business people, the most important meaning of decoration is peace, harmony and wealth. Therefore, the most important architectural themes of the guild hall are bat, magpie and peony.

3.3 Decorative color

For example, the traditional buildings in Southern Fujian are located in the inland area with green mountains and waters, and they often use black tiles and dark red walls with rammed earth; Located in the coastal area, it uses red tile, red brick and grey plastic, and the interior beams with black and red paint are stained with gold paint, giving people a sense of resplendence. The traditional architectural decoration in Lingnan area mostly prefers large area single solid colors, and believes in the "four images" concept in geomantic omen. The four images in the four images represent one kind of color, green, red, black and white. Therefore, the Fujian Guangdong guild hall in Hainan will also add these four colors; For example, cyan is often used on both sides of the wall by green bricks, red is used on the sunny main wall, black is used on the wood structure, and white is used on the indoor wall and the transition area of various components.

4. FOREIGN TRADITIONAL ARCHITECTURAL DECORATION CULTURE

Overseas architectural decoration culture was brought to Hainan by immigrant merchants through the South China Sea channel. After the collision between foreign traditional architectural decoration and local traditional architectural decoration, it achieved integration. At the same time, on the basis of the Central Plains culture, it formed a unique decorative cultural style, diversity and particularity.

4.1 Decoration techniques and colors

The foreign traditional architectural culture is mainly in the style of Nanyang region. The decorative patterns of its architectural appearance usually use plants and flowers and some common spiral patterns in western countries. The animal and plant themes and traditional Ruyi patterns are used in doors and windows, beams, columns and other parts; The wall decoration is mostly brick carving, and the ridge decoration is mostly inlaid with porcelain. For example, the ridge decoration of Qiongshan guild hall and the newspaper building are decorated with animal themes such as dragon and Phoenix by inlaying porcelain; The balustrade is usually decorated with green vase pattern, which makes the exterior architectural style more modern, while the interior decoration style more traditional Chinese architectural style. In terms of decoration color, western traditional architectural decoration color mostly likes pure color. For example, Qiongshan guild hall uses white to whitewash the wall in a large area, and uses blue, yellow and orange to embellish it, which brings impact to vision and sense. The dragon and Phoenix on the ridge are made of solid colors of various colors, but blue is the main color.

4.2 Influence of foreign traditional architectural
During the Ming and Qing Dynasties, with the lifting of the ban on the sea, the operation of the South China Sea channel made the western architectural decoration culture spread to Hainan on a large scale. At that time, the guild building in Hainan was in a period of vigorous development. The addition of the Western decoration culture directly affected the direction of the decorative style of the local guild building at that time. Although there is no intact copy of overseas architecture and decoration techniques, in addition to building shape and materials, local crafts are also used. In terms of building structure, decorative patterns and color matching, more foreign architectural decoration culture is adopted, which makes the local guild buildings in Hainan combine Chinese and western, creating a special decoration culture that belongs to Hainan's diversified integration. It reflects the tolerant and reserved mentality of Hainan guild hall.

5. CONCLUSION

Hainan guild hall itself is a diversified fusion building. Through the translation of Fujian Guangdong guild hall and the transplantation of overseas guild hall, it has become a typical representative of the mutual infiltration of different regional architectural culture. There are many kinds of decorative patterns and shapes in Hainan guild hall. Whether it is built by local merchants or foreign merchants, it integrates the advantages of 100 schools in the aspect of architectural culture and decorative culture. It has an important reference for the study of ancient local traditional architecture, folk arts and crafts aesthetics, regional customs and culture, historical and social background, etc. However, with the passage of time, the traditional guild hall is gradually submerged in the long river of history. How to protect and reuse the dilapidated guild hall buildings, preserve a kind of architectural form, and inherit a kind of culture for Hainan Island, and make Hainan guild hall culture have a place in people's vision and history.

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REFERENCE

On the Cognitive and Interpretive Mechanism of The Artistic Conception of Ancient Poetry

Yanggang Tan
Central China Normal University, Wuhan, Hubei 430079, China

Abstract: As a treasure of Chinese history and culture, poetry is hard for foreigners to speculate at will. Ancient poetry is a form of elaborating image and artistic conception through words. If we only hear its expression but not its meaning, it is a literature that can't be understood. Just like Chinese words, ancient poetry emphasizes image, artistic conception and emotion, which can be called extensive and profound. In order to appreciate the poem objectively from multiple perspectives and understand the poet's actual experience and the background of the times, we can really understand the various tastes contained in this poem. Key words: Artistic conception of ancient poetry; Cognition; Elaboration mechanism

1. INTRODUCTION
Poetry should be endowed with certain rhythm and rhythm in ancient times. It is a style of expressing emotions and aspirations that can be found in the marketplace and temples. There are Li Yu, the later leader of the Southern Song Dynasty, Wang Wei, the second grade official, and Wang Anshi, the Prime Minister of the first grade. There are Li Shangyin, Li Bai, a poet full of grief and indignation, and Liu sanbian, Liu Yong, who fills in the poems according to the orders. The poetry has no class grade, and the straight line is "heart is ambition, speech is poetry." But a better understanding of the artistic conception of ancient poetry and the feelings of the poet in his creation requires a certain understanding of the poet and the elaboration mechanism of the artistic conception of ancient poetry in order to better read and appreciate.

2. THE ARTISTIC CONCEPTION OF CHINESE POETRY
In the early book of songs, the six meanings of Feng, ya, song, Fu, Bi and Xing were divided. The first three were divided according to the music rules, while the last three were divided by means of expression. In Fu Bi Xing, Bi and Xing were simply made by comparing things and creating a certain associative space, This is also the first image description of later poetry creation. What is the implication of artistic conception in poetry? A lot of people usually think that artistic conception must reach the corresponding unity of scene image to be artistic conception. In fact, this is the artistic conception that poetry pursues early. It is generally simple and easy to understand, but the artistic conception is relatively simple. Most of the artistic conception at this stage is defined by the comparison between the poet's emotion and artistic imagination, This kind of artistic conception perfectly corresponds the artistic form with the artistic image and social environment to ensure the unity of natural image and connotation.

In the later period of development, that is, the prosperous period of poetry appeared in the prosperous Tang Dynasty, but there were some defects, which were supplemented by Li Shangyin in the later Tang Dynasty. That is to say, the poetry in the prosperous Tang Dynasty is a kind of atmosphere, and the poetry in the late Tang Dynasty is a kind of charm. Most of the images in the prosperous Tang Dynasty were idealistic and optimistic, and were completed in the form of meaningful and passionate landscape, Because of the prosperous background at that time, most of the poets expressed their life forms by reflecting their personal cognition and depicting the real scenes. In short, in the prosperous Tang Dynasty, the poetic mood was extraordinary and vigorous, while in the late Tang Dynasty, they paid attention to the meandering of the virtual and the real. On the contrary, obscure metaphors expressed their feelings more artistically to achieve fuller cognition.

3. THE UNCERTAINTY OF ARTISTIC CONCEPTION EXPRESSION IN ANCIENT CHINESE POETRY
The expression of artistic conception in Chinese poetry is neither a fixed mapping nor an absolute aim. There are a lot of uncertainties in the expression of artistic conception. Artistic conception requires the combination of "meaning" and "context", which means that there is context in the meaning and context contains profound meaning. Then, the poet's subjective thinking and emotion are combined with the objective scenery to create a scene to guide an imagination space and thinking space combined with artistic aesthetics, This is an advanced form of literature. Wang Changling once divided the poetic realm into three stages, namely: "the realm of things, the situation, and the artistic conception". These three realms need to be advanced step by step and closely combined with the physical realm. As a real scene, it's easier for mountains and rivers, birds and animals. When it comes to the situation, it's relatively unreal and needs the indoctrination of spiritual thinking, And the artistic conception can be said to be absolutely illusory, which needs to understand the image of the natural environment, and then get its true meaning.

The most prosperous era of poetic conception was in the Tang Dynasty, when the social development was prosperous and stable, and the impact of cultural blending provided a good social and cultural environment for the prosperity of poetry creation, which had an important impact on the development of later poetry. There are the artistic conception theory characteristics of Wang Changling and Jiaoran before. After the basic overview, there are Liu Yuxi's thinking views of the scene outside

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there is an emotional gap. When you review the full text, you can recall infinite thoughts. It seems meaningless, but in fact it is the finishing touch. It seems that you can't catch it, but it's a magic work. This kind of gap will bring readers infinite imagination space, and enrich and fill it with your own situation, so as to make the whole poetic scene more meaningful. It's another taste to appreciate it in combination with the poet's own situation, that is, the image outside the image, which is activated from different perspectives according to the readers' aesthetic perception. Many times, according to their own artistic perception and literary accomplishment, they will get different imaginative images and artistic conception feelings, just like the amazing people in the world, which are reflected in their hearts at a glance, obviously without profound meaning. But the present melancholy heart is full of real scenes lingering in front of us. The artistic expression of this virtual reality is amazing. Like "Chuzhou Xijian" in the "spring tide with rain late to urgent, no boat from the cross wild." It is clearly a quiet description of scenery, but the verses in it are always sad and desolate when they are carefully studied. This is not the poet's impatience to express that he is not valued and "placed" idly. This is also the indeterminacy and plasticity of poetry. It can be said that in ancient poetry, where you glance over is full of artistic blanks. This indeterminacy gives the aesthetic space for development, and makes many helpless and sad artistic conception be objectively supplemented. Then, through subjective and objective work, the artistic appreciation is completed together, and at the same time, the reader is left with unlimited reverie space and constant thoughts.

5. CONCLUSION
The application of artistic conception in ancient Chinese poetry can be traced back to thousands of years. Just like the readers' evaluation of Hamlet, there are 1000 kinds of pictures and artistic conception in one thousand people's hearts. This is closely related to one's own literary accomplishment and life experience. Reading a poem with different outlook on life will lead to different feelings, Different people of different ages and different identities will have another feeling when they read this poem again. In fact, there are many artistic conceptions in ancient poetry, which is like a statement of life. "Nine times out of ten, life is not satisfactory. It's very lucky to be able to talk with others about two or three.".

REFERENCE
In poetics, Aristotle questioned Plato's argument that art is but are higher than life [1].

Carrier, must conform to the law of necessity and the law of contingency, that is, poetry and art originate from life, and shows its own particularity by means of "placing names", which is the core theory of "the unity of general and special". Aristotle believes that poetry, as a literary carrier, must conform to the law of necessity and the law of possibility of the society. By playing the role of the work itself as an organic whole, it reveals the internal relationship between different things. In addition, Aristotle also emphasized that the work of art must be an organic whole. Based on this, he believed that both epic and tragedy should take plot as the core program of the work, rather than the emotional development of the characters as the core program. This can strengthen the core function of artistic events and help readers better understand the plot of the work. Moreover, the internal main plot of a work should be unified, and it should have a core plot, which can be interpreted as a branch, from the beginning to the end, and finally to the end of the work.

As far as tragic works are concerned, Aristotle emphasizes the consistency of action, and proposes that the time line of tragic works should be limited, not unlimited. Aristotle's literary ideas embodied in these ideas, after a long-term development of literature and art, are in line with the reality of contemporary society, and have laid the foundation for the theory of western literary practice norms, which has always had a far-reaching impact.

3. THE THEORY OF IMITATION IN POETICS

The topic of "art is imitation" can be understood and accepted by the majority of ancient Greek writers. British aesthetic historian bausangkui thinks: "Greek art can be called imitative art. The reason is that there is no abstract ideal concept in Greek art itself, and its core content is harmonious, solemn and quiet artistic beauty. It integrates art and life, and realizes the artistic reproduction of life, that is, under the name of reproduction art, it enters the vision of philosophers. In fact, the ancient Greek philosophers have a preliminary understanding of the definition of "imitation", but there are some differences in the definitions given by different philosophers, which is closely related to the personal art field and life background. Heraclitus claims that "imitation" is the unity of natural harmony, Plato thinks that "imitation" is the concretization of the idea of real things, and bitegola thinks that aesthetics and mathematics are also a kind of "imitation".

In poetics, Aristotle emphasized the nature of poetry as an artistic carrier -- the theory of imitation. According to the analysis of the types, functions, components and structures of different poems, Aristotle expounded the primary principle of the nature of poetry. He believed that epic, tragedy, comedy, Dionysus and other arts "are all imitations". As a rhetorical device of literature and art, imitation is the manifestation of the stylistic characteristics of literary works. It is widely used in ancient Greek literature and spread in people's daily communication. The characteristic of imitation is that it
can combine the content and emotion that the author wants to tell, replace it with something seemingly unimportant, give play to the reader's imagination, broaden the thinking storm and stimulate the reader's interest in reading. The process will make the literary works more readable, improve the aesthetic value of the works, and because referring to things is not related to the content itself, but closely related, this hazy art form makes the artistic works appear a kind of implicit and concise artistic value. The author's personal understanding and thought transmission through the imitated things can effectively enhance the ideological mood of the work, and make the whole literary work more concise [2].

4. THE VALUE OF ARISTOTLE'S POETICS ON THE NORMS OF LITERARY PRACTICE

4.1 Practical norms of literary image

Poetics is a great theoretical work of literature and art. As the artistic crystallization of Aristotle's aesthetic thought, its theoretical introduction of "imitation" in poetics highlights the image characteristic of literature, that is, the practice standard of literary image. Aristotle compares poetry with philosophy, and finds that both of them can expound a certain truth, but the difference between them is that poetry itself has a visual description of characteristics, and philosophy needs to be interpreted through some conceptual abstract theory In poetics, literary images are summarized as dynamic images, that is, the core point of "literature imitates nature", which is regarded as an important feature of literature and art. The application of image in literary works can make the works more vivid, help the author to deepen the theme, and have a higher abstract artistic effect. The objects of "imitation" of different arts are different, and the artistic characteristics are also different. If the object of "imitation" of artistic and literary images is "people in action", because it is a dynamic goal, its corresponding image works are also dynamic images. Compared with other literary and artistic works of the same kind, although other writers display what they want to express through various forms of expression, the connotation of these words is beyond the theme of the article itself. The application of "imitation" in poetics, with the help of artistic language of images, can convey profound ideological connotation to the readers, thus transmitting an abstract form of consciousness. This creative culture is also the embodiment of the aesthetic value and stylistic effect of metaphor in Aristotle's literary works.

Aristotle deeply explored the theory of tragedy in poetics. It is a long-term dynamic process to shape the characters with the help of tragedy, which will make the images of different characters more distinct, enhance the artistic and cultural atmosphere, and "visualize" the works of art by using the common things in life, so as to bring the readers into the scenes described in the article, Enhance the value of aesthetic theme. The theme of literature is abstracted by metaphor, and then displayed by the things in life, which makes the thought of the work more connotative and the theme more distinct. This way helps literary works add infinite artistic features, effectively improve the readers' ideological mood, and the understanding of the theme of the article. Aristotle also emphasized the dynamic characteristics of the characters, that is, the cognition of the importance of the existence of "human action", which can reflect the image cognition of literary works and become the practice norm of narrative literature [3].

4.2 Norms of literary emotion practice

Aristotle's practical effect of tragic emotion in poetics shows that he attaches great importance to the characteristics of literary emotion. As he said, "the application of techniques should be emphasized in the organization of plots, so that readers can feel the literary works and have awe and pity for the ending of the story.". He thinks that the emotion in literary and artistic works should be caused by the works themselves, rather than other types of pleasure, that is to say, the plot in the works should contain the motivation of some effect. From this, we can see that the plot organization of tragedy should make people have feelings of pity and fear, and get purification from the experience of these feelings. This purification is the sublimation of readers' emotion and the concentrated summary of the aesthetic effect of literature and art. It is a great learning to describe the inner world of characters in literary and artistic works. The difficulty lies in the rich and colorful inner world of human beings, with a lot of emotional experience, and the inner world of people with different characters is not the same, so it is difficult to use simple words to describe. In literary creation, character emotion is one of the important ways to promote the story unfolding. The artistic charm of literary works mainly comes from moving people with emotion. By shaping the aesthetic image of the characters, the works endow them with rich emotional world, set violent emotional conflicts through plot patterns such as reversal and discovery, stimulate readers' emotions with fluctuating emotional changes, and cause readers' great emotional resonance. This is the common feature of great literary works.

Aristotle's understanding of the emotional characteristics is profound. In poetics, he believes that there should be rich emotional expression of characters in literary aesthetics. If we only use plain language description, especially white line drawing and other artistic techniques to render emotions, readers will not feel the same, and the complex human emotions can not be explained by a simple vocabulary. It can be seen that although Aristotle did not specifically elaborate the characteristics of literary emotion, he has integrated the characteristics of literary emotion into the text practice. The application of emotion in literary and artistic works can effectively make up for the defects in the creation of works. With the help of artistic expression, people's feelings are more specific, which can help readers to understand. It is mentioned in poetics that art is to transfer all kinds of truth from the field of knowledge to the field of emotion, and integrate people's thought and spirit into the description of objective things in the article with the help of emotional expression, which follows the emotional practice norms of literature [4].

4.3 Norms of literary concrete practice

In poetics, Aristotle also expounded the relationship...
between fiction and authenticity of literature. In the previous article, Aristotle put forward the theory of "imitation", believing that literary and artistic imitation is actually the concrete expression of the objective world, but it is not completely the same as the actual world. The real world is a kind of representation, which comes from the higher rational world, that is, the world that human beings exist through rational analysis, which is also the only standard to test the authenticity of the world. The world in literature and art is a kind of "illusion" in artistic techniques, that is, the concrete expression of the real world in literature, which emphasizes the authenticity of the real world and affirms the authenticity of "imitation" art. As two kinds of symbiosis in nature, human and nature are inextricably linked. If everything in nature is represented concretely and mapped into human's real life and literary works, it will produce certain aesthetic feeling and have certain aesthetic value. In poetics, Aristotle takes "imitation" as a way of thinking expression. While playing its basic rhetorical function, Aristotle takes "connection" as the psychological basis, emphasizing the relevance between human emotion and something with similar characteristics in nature, thus revealing the value of connection perception between different things [5]. Corresponding to the concrete image is fiction, that is, the writer combines all kinds of idealized reasoning in the process of artistic creation according to a certain realistic basis, enriches the plot content, and shapes the characters to enrich the artistic works. As a common artistic feature and means, fiction at least has two different types in literary works. One is realistic fiction, which is based on the logic of life experience, such as "borrowing an arrow from a straw boat", "empty city plan", "riding alone for thousands of miles" and "ZHUGE Liang's three Qi Zhou Yu" in the romance of the Three Kingdoms. These are all fictional metaphors based on certain facts. However, the fictions in such literary works as metamorphosis and means, fiction at least has two different types in literary works. One is realistic fiction, which is based on the logic of life experience, such as "borrowing an arrow from a straw boat", "empty city plan", "riding alone for thousands of miles" and "ZHUGE Liang's three Qi Zhou Yu" in the romance of the Three Kingdoms. These are all fictional metaphors based on certain facts. However, the fictions in such literary works as metamorphosis and journey to the West are "lies" that do not conform to the operating rules of the real world. No matter what kind of fictional expression, its aesthetic communication in language is mainly based on human's self aesthetic perception and the corresponding category of associative intention. The combination of the two can be transformed into a new aesthetic image. People don't despise these images because they are not real. On the contrary, these literary works have a long-standing artistic charm, attracting people from generation to generation to read, comment, recall and become immortal classics. To a certain extent, the application of concrete and fiction in literary and artistic works is constrained by the existing experience of human beings. Therefore, when we judge the value of literary aesthetics, we mainly refer to whether the fitting points between two different things are similar, whether the relationship is natural, whether the expression of meaning theme is accurate, and whether the influence effect is consistent. To sum up, Aristotle dialectically unifies literary representativeness and literary fiction in poetics, that is, fiction is fiction in line with the principle of truth, and concrete can be established by fiction, or it can be said as "realistic fiction, concrete of human nature". However, literary concrete practice has already become a consensus in the academic circle today, and the source of this consensus is Aristotle's poetics, which has set a standard for later literary practice and laid the core cornerstone for the development of later literary theory.

5. CONCLUSION
Aristotle's practical wisdom in poetics can make good choices in action, which is in line with the moderate requirements of practical logic. Works of art interpret the concept deviation from the perspective of tragic narrative, and complete the specific meaning interpretation relying on special affairs. For this reason, Aristotle's poetics is not only an important part of his profound philosophical system, but also a great work of literary aesthetics and Aristotle's great contribution to world aesthetics.

REFERENCE
Exploration on Modern Apprenticeship reform of Metallurgical Technology Specialty in Higher Vocational Colleges

Na Yang
Shandong Vocational College of Industry, Zibo, Shandong, 256414, China

Abstract: Under the new situation, with the further extension of science and technology, higher vocational colleges have been effectively expanded, and the original teaching methods can not meet the current development needs. At this time, modern apprenticeship as a new way of education and guidance presented to everyone's field of vision. Modern apprenticeship can not only fit the comprehensive ability of students, but also be based on the metallurgical specialty, improve the practicality of teaching, and lay a good foundation for students' future study and work. Therefore, this paper first puts forward the main content of the need to explore, and then according to the current development situation, targeted to develop the sustainable development of the metallurgical industry teaching reform measures.

Key words: Higher vocational education; Metallurgical technology; Modern Apprenticeship

1. QUESTION RAISING
From the current situation, metallurgical technology major is not only highly professional, but also involves a wide range of content, so it is difficult to learn. If we only use the traditional teaching method, it is difficult to meet the current development needs. Using the modern apprenticeship teaching method, we can integrate the modern apprenticeship into the teaching activities of metallurgical technology specialty on the basis of comprehensive cognition [1]. With students as the center and around the employment standards of modern industry and enterprises, the deep integration of industry and education is completed to meet the development needs of industrialization. To realize the reform plan of school enterprise double master sports personnel and realize the long-term mechanism of integrated education. However, in the process of practice, the mode of school enterprise cooperation needs to be optimized, and the core positions of enterprises are not enough to participate in practice. In practice, the post requirements are not clear, and the role of "master" is lack of teaching guidance. The evaluation system is not perfect, and the professional and technical extension is not enough, which is not conducive to the future career planning. In view of this, how to reform the modern apprenticeship system of Metallurgical Technology Specialty in Higher Vocational Colleges?

2. EXPLORATION OF MODERN APPRENTICESHIP REFORM OF METALLURGICAL TECHNOLOGY SPECIALTY IN HIGHER VOCATIONAL COLLEGES
2.1 Selection of modern apprenticeship training cooperative enterprises
In essence, metallurgical technology major in higher vocational colleges mainly implements "double line blending" management activities and establishes scientific evaluation mechanism on the basis of "double subject" education mode [2]. Metallurgical technology major mainly explores the content of extracting iron and steel or non-ferrous metal materials from ore for processing, focusing on high-tech and future development prospects. The foundation of modern apprenticeship training is school enterprise cooperation. At this time, higher vocational colleges need to adhere to the main idea of the scientific outlook on development, analyze the local iron and steel metallurgical enterprises in Higher Vocational Colleges on the basis of "school enterprise win-win and common development", investigate the demand for talents, explore the influence of the industry, and study the demand for talents of enterprises. We need to choose some enterprises with strength, improve students' training ability in essence, strengthen cooperation with enterprises, and achieve the main realm of win-win cooperation.

2.2 School enterprise joint construction of modern apprenticeship personnel training program
Metallurgical Technology Specialty in higher vocational colleges needs to combine the current development status, establish the development status of "school enterprise cooperation", clarify the post requirements, combine the school curriculum and enterprise curriculum, make overall planning, increase infrastructure construction, and lay a good foundation for future development [3]. After that, we need to integrate metallurgy, energy electrochemistry, metallurgy and material physical chemistry to improve students' post ability. And combined with the needs of higher vocational colleges, the establishment of "four double" talent training plan. Starting from the knowledge, ability and quality, we should design the scheme, formulate the curriculum development, establish the scientific assessment method, and meet the needs of the upgrading of the iron and steel industry on the basis of deepening cooperation. Select students (apprentices), set up apprentice pilot classes, clear job requirements, the implementation of double line management. On the basis of school curriculum and enterprise as the main body, this paper analyzes the
characteristics of enterprise products and establishes post practice and other curriculum projects. On the basis of alternate teaching, we should link up the relationship between schools and enterprises, find the appropriate content, improve the corresponding establishment path, and maintain the scientific development momentum. Schools and enterprises need to coordinate the relevant theory and practice courses, guide students to find their own development direction in practice, determine career planning, and establish long-term education methods.

2.3 Build the employment standard of "double tutor" and integrate the "double tutor" team
Metallurgical technology teachers need to guide students to establish learning objectives first, and then stimulate students’ interest in learning. On the basis of mastering the basic theoretical knowledge, we should expand the subject quality, carry forward the professional spirit, and establish a "double tutor" team. It is necessary to train the relevant teachers regularly or irregularly to keep the forefront of teaching content and keep the development momentum of science. Combine the theoretical knowledge and practical knowledge, improve the strength of practice, enhance the comprehensive practical ability of teachers, and meet the actual demands of enterprises. We should strengthen the communication ability between students and teachers, expand our vision, and perfect the modern apprenticeship reform.

2.4 Setting of teaching place and reconstruction of curriculum
The metallurgical technology specialty in higher vocational colleges needs to integrate the thought, and on the basis of "doing middle school and doing in learning", we should complete the teaching method of "reality and simulation", and realize the teaching method of "in school and enterprise". On the one hand, we need to pay attention to the solid level of theoretical knowledge, on the other hand, we need to pay attention to the smelting process of enterprises. According to the structural mode of "cultural basic course + professional basic course + apprenticeship project course", the work task is distributed to all of us, so that students can perceive the docking of actual posts, increase the curriculum transformation, and complete the goal construction in the established indicators, achieve the connection of standard talents, and establish a reasonable path for future development. The students’ learning results are measured by the standard of enterprise post, and the industry index of the enterprise is transformed into the object of evaluation, and the connection between enterprises and higher vocational colleges is completed[4].

2.5 The implementation of teaching organization and the reform of assessment methods
First of all, metallurgical technology specialty in higher vocational colleges needs to increase the connection between teaching process and production process. On the basis of plan connection, the course is divided into different modules. In the task of integration of curriculum knowledge, in the actual post, increase multi post training. Secondly, we need to combine the allocation of curriculum resources with the post work system of enterprises. Build a one-to-one or four shift three operation system, deepen the corporate culture, sense the professionalism, and analyze the safety and risk. Understand the ideological trends of the apprentices and make a scientific curriculum connection plan. Finally, complete the effective integration of academic evaluation, professional quality evaluation and professional core competence evaluation.

3. CONCLUSION
With the progress of society, metallurgical technology major in higher vocational colleges is more difficult to learn because of its great difficulty. A single teaching method can not improve students' innovation ability. The construction of modern apprenticeship talent training mode can make students feel the professional spirit and corporate culture through the "double subject" training mode of school and enterprise. Increase interaction and improve practical ability. Strengthen the combination of theory and practice, promote the comprehensive development of students, and lay a good foundation for future lifelong learning.

REFERENCE
Research on the Innovation of Class Management Promotion of Counselors in Higher Vocational Colleges

Siyao Zhang  
Shanxi Polytechnic Institute, Xianyang, Shaanxi, 712000, China

Abstract: With the reform and development of the domestic education industry, higher vocational colleges can make clear the educational purpose of talent training in education, and increase the important understanding of higher vocational education posts, which can effectively improve the education management level of higher vocational colleges, and realize the correct guidance of students' education. The research on the post of counselors in Higher Vocational Colleges finds that the work content of counselors needs to strengthen the ideological and political education of students, and increase the professional management of students' daily behavior and class order, so as to create a good learning environment and realize the innovative development of education. This paper mainly analyzes the class management of counselors in higher vocational colleges.  
Key words: Higher vocational colleges; Instructor; Class management; Innovate

1. INTRODUCTION  
In recent years, the domestic education industry is affected by the development trend of the times. Strengthening the innovation research on the internal system of education, changing the traditional teaching concept, and increasing the comprehensive utilization of advanced education technology will help to improve the quality and efficiency of the education industry, and then promote the modernization of the education industry. In view of the education management of higher vocational colleges, the management department needs to increase the work management of counselors, clearly allocate the work content, and expand the rights of counselors, so as to realize the systematic management of the whole class, create a good learning environment for students, and then promote the innovative development of Education. The education work of counselors in higher vocational colleges can realize the effective management of students' daily life and learning, and then promote the high-quality development of the education industry.

2. SPECIFIC ANALYSIS OF THE CHARACTERISTICS OF STUDENTS IN HIGHER VOCATIONAL COLLEGES  
2.1 Students' self-control is relatively poor, and their thinking is not mature enough  
Through the investigation of students in higher vocational colleges, it is found that students have poor self-control ability, and they can't control and manage their own behavior in daily study and life, which leads to the low learning quality and efficiency of students, and even the lack of efforts in the learning process, thus affecting the effective development of students in the society in the future. In higher vocational colleges, some students have immature ideas, mainly because higher vocational colleges are the first step for students to enter the society, and also the beginning of self-management of property. Some students will be deeply involved in the enjoyment of society and pay more attention to luxury goods, Internet and other entertainment facilities in their daily life, resulting in students forgetting the main task of learning. It causes damage to students' physical and mental health, and then affects students' healthy development in society [1].  
2.2 There are no goals and effective learning methods for students' learning development  
According to the research on the actual situation of students in higher vocational colleges, it is understood that there is a common situation that students do not have a clear learning goal in the process of education, which is mainly reflected in the students' junior high school and senior high school. Teachers supervise and guide students to learn more effectively, but it is in higher vocational colleges that students need to learn effectively, so as to improve their comprehensive strength. Because students have not yet adapted to the lifestyle of higher vocational colleges, so there is no purpose in learning, reducing students' learning enthusiasm. At the same time, students do not have effective learning methods in learning. Before higher vocational education, there will be teachers to guide and study the learning methods, while higher vocational education needs students to look for their own learning, which has a certain degree of impact on students' learning quality [2].  
2.3 Students have rebellious psychology and do not obey discipline  
Through the study of students' learning situation in higher vocational colleges, it is found that students will enjoy the idea when they are exposed to social things. It is because before vocational colleges, students are supervised by teachers and parents in learning and daily life, which leads to great pressure on students' psychology and causes students to have rebellious psychology in society. At the same time, most of the students are only children, so in the process of actual education development, the emotional situation will appear due to the punishment and accusation of teachers, which will affect the effective development of education.

3. THE IMPORTANCE OF THE INNOVATION AND DEVELOPMENT OF COUNSELOR EDUCATION IN
HIGHER VOCATIONAL COLLEGES

The effective investigation and research of counselors in higher vocational colleges shows that counselors are important forces in the development of education. It is precisely because of the differences in professional development of Vocational Colleges and the unclear learning ability and ideas of students. Therefore, counselors need to strengthen the professional management of students' daily life and class. The key correction and guidance to students' egoism and egoism can help students establish correct values of life and lay an important foundation for the future social development of students. Therefore, in the development of education, counselors can effectively manage students in all directions, effectively solve problems in their work, strengthen the guidance on students' life and thoughts, and strengthen the innovation research on the work content according to the development of the new era, which will help to promote the high-quality development of class management work[3].

4. TO FORMULATE MEASURES FOR THE INNOVATION AND DEVELOPMENT OF THE CLASS MANAGEMENT OF COUNSELORS IN HIGHER VOCATIONAL COLLEGES

4.1 Build professional and standardized platform for teacher-student communication

With regard to the development of class management of counselors in higher vocational colleges, counselors can build professional communication platform for teachers and students according to the personalized characteristics of students and educational content, so as to ensure that middle school students can ask teachers for relevant learning problems in the post-school stage, and at the same time, students and teachers can use the exchange platform to discuss the problems of education content, And then improve the quality of education development.

4.2 Pay attention to strengthening the ideological and moral education of students in Higher Vocational Colleges

For the work of counselors in class management in higher vocational colleges, we need to pay more attention to students' Ideological and political aspects, pay attention to the students' speech and behavior and psychological characteristics in daily life, and can timely stop and guide the students' incorrect words and deeds, and then improve their psychological quality and moral character, which will help to realize the overall development of students [4].

4.3 Strengthen the cultivation of students' self-management consciousness

As for the development of class management of counselors in higher vocational colleges, counselors should pay attention to the cultivation of students' self-management consciousness. Therefore, in the process of daily education development, counselors should guide students' behavior and behavior, encourage students to communicate and discuss with teachers, and close the relationship between teachers and students. It is necessary to promote students to establish correct values and ideas of life.

4.4 Increase humanistic care and academic guidance for students

In the process of promoting the management work in higher vocational colleges, counselors need to increase their comprehensive understanding of students, focus on students' learning state and psychology, communicate and guide in time after students' changes, and give students important humanistic care and effective academic guidance. For example, in the process of students' internship, students can find counselors to effectively talk about the difficulties they encounter in the process of internship, and counselors need to effectively enlighten and guide students to complete the transition from student role to professional person.

5. CONCLUSION

To sum up, under the promotion of social economy and the innovation and development of the times, domestic higher vocational colleges should strengthen the optimization of the education system, and clarify the work content and responsibilities of each post in higher vocational colleges, which can effectively promote the overall education level of Higher Vocational Colleges and promote the high-quality development of the education industry. In view of the class management of counselors, counselors need to carry out targeted management according to the students' personality characteristics, and then through strengthening the construction of teacher-student communication platform, strengthening the ideological and moral education and academic guidance for students, they can complete the professional guidance for students' learning and practice, so as to promote the smooth development of students in society.

REFERENCE

Abstract: vocational colleges are the social training of technical application-oriented talents. This paper focuses on three directions and one implementation, namely "clear moral education orientation, brand characteristics, application ability training", and one implementation is "do well extracurricular activities curriculum". Through "3+1", students can carry out moral education to students in the second classroom with activities as the carrier.

Key Words: Second Classroom; Moral Education Higher; Vocational Education

1. INTRODUCTION
Social practice, social activities and various student associations are the second classroom of students. It is very beneficial to expand students' horizons and abilities, enrich students' social experience and enrich their lives. As an important carrier, field and platform for all staff, all-round and whole process education, the second classroom of vocational colleges plays an important role in moral education based on the training goal of "cultivating socialist builders and successors with all-round development of morality, wisdom, physical and physical beauty".

2. CLEAR THE DIRECTION OF MORAL EDUCATION AND THE DIRECTION OF THE SECOND CLASS WORK
Xi Jinping pointed out that "the important task of our higher education bearers is to train the builders and successors of socialist cause with all-round development of morality, intelligence, physique and beauty. We must adhere to the correct political orientation." It is not only the trend of moral education development in vocational colleges but also the social demand for moral education in vocational colleges to lead the construction of "second classroom" with socialist core value system, to promote the moral education work of Vocational Colleges and universities through the second classroom. To carry out the second classroom activities, we should adhere to the correct theme and purpose, plan the campus cultural activities in advance, integrate the content of moral education in the planning of activities, take the ideological and political quality of students as the starting point, and guide the establishment of correct outlook on life and values" Good rain knows the season, when spring is happening. " The school should take advantage of some important event nodes, grasp the opportunity of educating people and integrate it with the moral education in the second classroom. For example, 2019 is the 70th anniversary of the founding of new China. The chorus contest for teachers and students celebrating the 70th anniversary of the founding of new China was held. The number of participants reached more than 1000 people, and the number of online live hits reached 140000. In this special moment, the chorus competition between teachers and students was held, which made the enthusiasm of patriotism and collectivism internalized into vivid practice. The major events contain significant themes and rich educational elements. Timely and timely carry out the second classroom activities with distinctive themes, strong appeal and rich and colorful, which can realize the organic unity of the theme, content and form of education, and multiply the effect of moral education.

3. ENRICH THE CONNOTATION OF ACTIVITIES AND BUILD THE SECOND CLASSROOM MORAL EDUCATION WORK PLATFORM
We should build and perfect the moral education carrier operation mechanism of "top-level design, targeted management and project operation", make full use of campus cultural and artistic festival, community activities, voluntary services and social practice, and create activities with moral education function, focus on building and form brand effect. First, enhance the connotation of activities and highlight the effect of educating people. The campus cultural and artistic festival with distinct themes was held, and the Youth League Committee carefully designed the program of the activities. The departments and colleges declared the project according to the actual situation. Through the two levels of the departments and colleges, the campus cultural activities with wide coverage, bright themes and lively forms were built, and the activity position of moral education was built. For example: "don't forget your first heart In the new era of singing, the school singer competition, which is based on the beautiful melody, positive lyrics, closely adheres to the socialist core values, sings the main melody, and shows the youth style and patriotic enthusiasm of students in the enjoyment of beauty; During the 54 period, the 4 issue of "green model" was launched through the official account of WeChat, with an average click of more than 4000 hits, giving full play to the exemplary role of peer models. Focusing on the combination of online and offline, we have organized the youth story sharing meeting of "super
The college attaches great importance to the work of student associations, insists on training students with rich community activities, and takes "one special project and four integration" as an important measure for the development of the community, namely, the establishment of special funds for the development of associations, the incorporation of social organizations into the development plan of the "12th Five Year Plan" and "13th five year plan" of the college, the inclusion of community work in the performance appraisal of the college, and the work of the social association tutor into the title evaluation. Students' participation in the community is included in the second class activity credits. Under the guarantee of "one special project and four integration", the routine management and activities of the community are carried out smoothly. The activities held each year focus on the promotion of new ideas, the establishment of excellent activities of the associations, the evaluation of the community, the assessment and appointment of the social instructors, etc., to improve the connotation of the community. Our college pays attention to the independent development of the community, devolves the management function of the community to the secondary college. According to the characteristics and professional characteristics of the community, each college has customized the development plan for the community, and a number of excellent associations emerge. For example, Jixia Business School of our college was founded in 2010, aiming at respecting business and promoting business, and successively participated in many national higher vocational colleges management creative competition and other activities, and won 4 gold awards, 11 silver awards, 9 bronze awards and 22 excellent awards;

4. PAY ATTENTION TO THE TRAINING OF APPLICATION ABILITY AND EXTEND THE FIRST CLASS

Higher vocational colleges should cultivate high skilled professionals, promote the glorious labor, valuable skills and create great times fashion, so that students can feel a good environment in which everyone can become talents and all people can make their best use of their talents. First, carry forward the spirit of craftsmen and carry out the responsibility. To promote the spirit of craftsman and the spirit of model labor and craftsmanship among students in vocational colleges. For example, the Institute of construction engineering held the "inheritance of Luban culture" Carry forward the craftsman spirit series activities, play a good role in the second classroom education, spread the excellent traditional Chinese culture, cultivate and promote the strict and serious, excellence, pursuit of perfect new era craftsman spirit. Second, strengthen the construction of the community, and promote the integration of extracurricular and internal classes. To give full play to the moral education function of Higher Vocational associations, we should start with professional societies, give full play to the extension of their first class, strengthen the management of professional science and technology associations, and promote the integration of extracurricular and in class through rich and colorful community activities. For example, the "Numerical Control Technology Association" of the professional community of numerical control technology majors organizes members to participate in Shandong college students' mechanical and electrical product innovation and design competition. The professional club "Luban home" of Engineering Cost Specialty organizes members to participate in national map recognition contest and national modeling competition. Through various forms of skill competition activities, students' enthusiasm for learning various professional skills is effectively mobilized, students' interest in learning is aroused, a good competition atmosphere is established, and the situation of promoting teaching and learning by competition is formed. Through professional associations, carry out professional practice activities related to the major and carry out various professional competitions. For example, the "Numerical Control Technology Association" of the professional community of numerical control technology majors organizes members to participate in Shandong college students' mechanical and electrical product innovation and design competition. The professional association "Luban home" of Engineering Cost Specialty organizes members to participate in national map recognition contest and national modeling competition. Through various forms of skill competition activities, students' enthusiasm for learning various professional skills is effectively mobilized, students' interest in learning is aroused, a good competition atmosphere is established, and the situation of promoting teaching and learning through competition is formed. It highlights the position of professional skills in vocational education.

5. WE SHOULD DO A GOOD JOB IN THE CONSTRUCTION OF "SECOND CLASSROOM REPORT CARD" TO ENSURE THE DEVELOPMENT OF MORAL EDUCATION IN THE SECOND CLASSROOM.

The medium and long term youth development plan (2016-2025) proposes "scientific design and practical education activities, and helps students broaden their horizons, understand society and improve their comprehensive quality by exploring and implementing the system of" second class report card "of the Communist Youth League of colleges and universities Through the system of "second classroom report card", the management of the second activity is regulated. Through the exploration of curriculum design and system construction, the scientific connotation, work content and operation logic of the system of "second classroom report card" are clarified, and effective working concepts, working mechanism and working methods are formed. Gradually, the second classroom report card will be built into the talent training evaluation, comprehensive quality evaluation of students The important basis for social units
to choose and employ people plays an important role in serving the central work of the college and innovating the talent training mode.

As the spiritual core of establishing morality and cultivating people in Colleges and universities, ideological and political work is related to the fundamental problem of "what to cultivate, how to cultivate and who to train people" in Colleges and universities. The realization of moral education in the second classroom is a powerful grasp to implement the work of "three aspects of educating people", to promote the innovation of Ideological and political work in Colleges and universities, and to improve the quality of talent training. Vocational colleges are the social training of technical application-oriented talents, which should be "clear moral education orientation, brand characteristics, application ability training", implement "do a good extracurricular activities curriculum", so that students can carry out moral education to students in the second classroom with activities as the carrier.

REFERENCES
Social Marketing of Agricultural Products in Guangxi

Liqiong Tang, Yue Wu
Bowen College Of Management Guilin University Of Technology, Guilin, Guangxi 541006, China

Abstract: Guangxi belongs to the subtropical monsoon climate, rich precipitation, sunshine for a long time, such climate conditions, Guangxi is conducive to the planting of cash crops, with many characteristics of agricultural products, widely market demand. Under the new situation, the traditional marketing model of agricultural products can no longer meet the rapidly changing market needs, the continuous development of Internet technology and information technology, broaden the channels of agricultural products sales. Therefore, in the marketing of Guangxi agricultural products, we should seize the opportunity, use network marketing to establish a new sales model of agricultural products, promote the economic development of Guangxi region. Based on this, this paper mainly studies the optimization measures of social marketing of agricultural products in Guangxi, so as to promote the sales of agricultural products in Guangxi.

Key words: Agricultural products; Social marketing; Internet e-commerce

1. INTRODUCTION
With the in-depth development of information technology and Internet technology in China, social media has a wide audience, attracts a large number of users and plays an important role in People’s Daily life. Meanwhile, it also provides a new historical opportunity for the sale of agricultural products in Guangxi. However, there are few researches on social marketing of agricultural products in China, and they do not fall into the actual work and solve the sales dilemma of agricultural products from the perspective of social marketing. Therefore, this paper mainly proposes strategies suitable for social marketing of agricultural products under the new situation, so as to solve the problem of unsalable agricultural products in Guangxi, so as to effectively develop the rural economy, reduce the income gap between urban and rural areas, and promote the economic development of Guangxi.

2. EXISTING PROBLEMS IN SOCIAL MARKETING OF AGRICULTURAL PRODUCTS IN GUANGXI
Agricultural products in guangxi is a production plant in guangxi region, with high quality and high quality, but also inevitably exist in the production of geographical limitations, plus the complex terrain in guangxi region, the distance from the main consumption regions such as southeast, agricultural products processing and shipping time is longer, lower degree of production standardization problems, lead to guangxi agricultural products unsalable, Affecting the living standard of farmers in Guangxi.

Although the state vigorously supports the development of rural agriculture, to solve the problems of agriculture, rural areas and farmers, but part of the agricultural products are still relatively low visibility, the public is narrow, there are still a series of problems. In the new situation, many grass-roots cadres use the Internet live broadcast to expand the sales channels of agricultural products, so as to relieve the pressure on farmers to sell agricultural products. However, there are still some problems in the new media marketing. Guangxi agricultural marketing have limitations, for example, confined to the local region, to adopt the traditional single mode of transmission, not the branding on agricultural products marketing, no attention to the accumulation of agricultural product reputation and public praise, the connotation of agricultural products and the depth of mining is not enough, did not give full play to the unique characteristics and advantages of agricultural products in guangxi, in farm awareness is not high, attraction is not strong. This leads to unmarketable agricultural products. Second, guangxi agricultural products competitive pressure is bigger, the good and evil people mixed up on the market in our country at present agricultural products, its uniformity in appearance and taste, homogenized competition is very fierce, part of guangxi agricultural products with unique characteristics and advantages, the effect is stronger, but less known, guangxi agricultural products in the market when it comes to sales not good good brand awareness, In the market competition, people are familiar with buying agricultural products or buying local products, which leads to the large sales pressure of Guangxi's agricultural products, small market share, and difficult to enter the public view [1].

3. MEASURES TO OPTIMIZE SOCIAL MARKETING OF AGRICULTURAL PRODUCTS IN GUANGXI
3.1 Develop users and increase the stickiness between buyers and sellers
Under the new situation, the social marketing occupies an important position in the marketing of agricultural products, especially during the epidemic through social media marketing to a great extent, activate the regional brand of traffic and realized the conversion of sales, give full play to the advantages of the collective effect, social economy, widen the consumer market, innovative sales model, thus increasing the sales of agricultural products. Therefore, in the new situation, in the sale of Guangxi agricultural products, social marketing can also be adopted. Social media marketing can be used to develop users, increase the viscosity of buyers and sellers, give full play to the advantages of community economy, and expand the sales channels of Guangxi agricultural products.

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products. Community economy has the characteristics of privacy, cracking and collectivity. Sellers can encourage users to engage in social activities through cash rebates or other incentive modes, so as to attract more consumers, increase the popularity of Guangxi agricultural products and promote the sales of Guangxi agricultural products. In the process of concrete operation, the seller can make use of social marketing of agricultural products in Guangxi media platform, in the early use of incentive mechanisms and other drainage mode increase the initial user traffic, after the customers choose to want to choose and buy of agricultural products, to make the customer share invited his friends to browse to the community, so as to accumulate a large number of users. This way can not only enhance the visibility of agricultural products in Guangxi, broaden the consumption channels of agricultural products in Guangxi, but also effectively increase the interaction between the sales platform and customers, improve the stickiness between consumers and sellers, so as to promote the sale of agricultural products in Guangxi and promote the development of rural economy in Guangxi.

3.2 Users participate in collaborative creativity to accelerate brand building
In the social marketing of agricultural products in Guangxi, want to pay attention to the participation of users, involve a wide range of users in the process of social marketing, let the buyer the seller can build a bridge of communication between both sides, using the bridge let consumers and sellers dialogue, form the consumer feedback mechanism, on the one hand is advantageous to the seller more accurate grasp of the current market demand. According to the market demand for agricultural products innovation, formulate the corresponding marketing plan for marketing activities, on the other hand, can effectively improve consumer experience can increase the viscosity of the consumers and sellers increase trust and attention of agricultural products in Guangxi, let users involved in the marketing process of guangxi agricultural products, increase the consumer experience. So as to increase the flow of social marketing platform, gather users, guide consumption, and promote the sales of agricultural products in Guangxi.

3.3 Create a good brand image and improve user satisfaction
Consumers will refer to others' comments on agricultural products when purchasing, and will pay attention to the public praise of agricultural products. Therefore, in the agricultural products consumption market with serious homogenization, Guangxi agricultural products should pay attention to the evaluation of Guangxi agricultural products in social marketing if they want to occupy more market share and win a good public praise. It is necessary to improve the evaluation quality of Guangxi agricultural products through the interactive advantage of the Internet and the advantage of timely feedback, so that consumers can increase the trust of Guangxi agricultural products, and promote the sale of Guangxi agricultural products. Therefore, guangxi agricultural products must first ensure the quality of agricultural products to be sold again, remove defective products for exquisite packaging, so as not to damage agricultural products. Secondly, it is necessary to improve the after-sales service experience, pay attention to solving customers' problems after purchase, and improve customer satisfaction. When customers submit feedback opinions, they should contact with customers in the first time and solve customers' problems in time, so as to ensure the evaluation quality of Guangxi agricultural products. In addition, in order to improve users' enthusiasm and sense of participation in evaluation, users can also be rewarded by ways such as cash back and full reduction, so as to improve users' satisfaction [2].

4. CONCLUSION:
To sum up, in the new situation, the Internet era has arrived, and the competition of agricultural products in the market is becoming more and more fierce. Guangxi agricultural products in the market to gain more market share, gain a foothold in the market, to continuously improve its product features, to build a new brand of agricultural products, take active measures to promote the social marketing of agricultural products in Guangxi, give full play to the advantages of the Internet and information technology, broadening the channels for sales of agricultural products, to promote the sustainable development of agricultural products in Guangxi.

REFERENCES
Research on China's Community Pension Service under the Background of Aging

Jinhuan Wang
Baotou teachers' College, Baotou, Inner Mongolian 014030, China

Abstract: Under the new situation, with the aggravation of the aging process of China's population, the trend of aging and senility has been presented to everyone's vision. The "double aging" of the population puts forward a higher level of demand for social old-age security, which needs to fundamentally relieve the pressure brought by the aging population on the family and the society. The elderly living security, daily care and other issues have become the focus and difficulty of the whole society. Only through the integration of government, community, family and individual forces can prominent problems and values be displayed in the whole social endowment system. From the perspective of social security construction, the old-age service security construction is still in an imperfect situation. Therefore, this paper first proposed the main content to be explored, and then combined with the existing problems under the current situation, targeted to construct scientific and reasonable solutions.

Key words: Aging; Community pension service; problem

1. INTRODUCTION
The problem of population aging has evolved into a global problem, and the development trend of aging is irreversible, which has brought great pressure to the country and local governments, showing the trend of aging and empty-nesting, and it is necessary to seek a new old-age service model. According to the data of the seventh national census, the total population of China is 1, 411.178 million, an increase of 72.06 million, or 5.38%, compared with the sixth national census in 2010 [1]. China's aging is a large-scale and rapidly developing process. According to the sixth national census, the proportion of the population aged 65 or above in the country is 7%, and the seventh population aged 65 or above is over 260 million, accounting for 13.50%[2]. Population aging is an important trend of social development and a basic national condition. It is not only a challenge but also an opportunity. The Outline of Healthy China 2030 Plan clearly points out that communities should play an important role in serving the elderly by actively dealing with the aging cause and industrial development [3]. In the process of practice, community pension service has low cost, wide coverage and strong flexibility, which plays an important role in stabilizing the family and the society. In view of this, how to let the elderly "enjoy old age", "the old have support"? How to effectively solve the problem of community pension service in China under the background of aging? How to develop and construct urban community pension service system? Under the current situation, many scholars need to explore the main problem.

2. CHINA'S COMMUNITY PENSION SERVICES UNDER THE BACKGROUND OF AGING
2.1 Unsound policies and regulations
In the current state, the community pension service industry is still in the initial stage, and there are still many deficiencies, which need continuous improvement. Under the current situation, it is difficult to implement and construct the welfare cause effectively. Moreover, the law is still imperfect, the economic construction is not up to standard, the material foundation is relatively weak, and many service systems for the elderly cannot be effectively guaranteed [4].

2.2 Inadequate understanding of community concept
The concept of community is not well understood. In the process of practice, the cognitive degree is insufficient, and the thought is relatively backward, there is no community pension, rise to the level of social stability, and even appeared before the rich old problem. The service consciousness is relatively shallow, and does not recognize the long-term problem, the service satisfaction rate is relatively low.

2.3 Government functions are unclear
For community elderly care service, it needs a basic organizational system and reasonable understanding at the national level. However, in many cases, the spontaneity of the community is relatively obvious, and the content only stays at the level of the government, and the thinking consciousness of the three-level management organization is still in the situation of insufficient. Grassroots social organizations have insufficient responsibility rights and interests, and they have taken on many responsibilities that they should not take on. Moreover, they need to reasonably distribute them based on the extension of departments and maintain the construction of strength. The lack of government functional standard, the lack of support, the lack of training for non-profit organizations, and the lack of improvement and implementation of preferential policies.

2.4 Lack of funds and insufficient guarantee
From the current situation, the funding sources of the community can be divided into the following types: government subsidy type, social financing type, individual donation type, appropriate fee type, etc. In addition to the fixed channels, we can also see that the fund management of the community is very limited, and the current fund operation situation is not ideal [5].

2.5 Community pension service institutions and facilities are relatively poor
In the current situation, there is a great demand for nurseries, health guidance, family sickbeds, regular physical examination, emergency services, etc. However,
in the process of practice, many simple community service projects are relatively lacking and cannot meet the needs of current development.

2.6 Community elderly care services are simple and lack of community service professionals
In the process of practice, community pension service is relatively simple, many staff are in the state of part-time, have not experienced systematic training, and the quality of community pension service is insufficient, it is difficult to maintain the development of community pension service. The main performance can be divided into the following points. First of all, the service level of community service personnel is insufficient, and the professional knowledge and skills are insufficient. Secondly, the community work in the process of job training, lack of continuity. Finally, in the process of service, medical care, psychological counseling, hospice care and other contents are not professional, basically in a state of unprofessional.

Therefore, the community elderly care service system needs to improve the concept, mainly including the concept of community care, humanitarian concept, fair sharing concept [6]. The main principle of perfecting the community pension service system is to deal with the relationship between social benefit and economic benefit, and to coordinate the relationship between social behavior and government behavior. Among them, the main responsibility of the community pension service system construction parties, the responsibility of the government and the relevant departments, the responsibility of the community service center, the responsibility of the family in all aspects, the responsibility of profit-making organizations, non-profit organizations. Foreign community pension services are generally, first, to improve the legal and policy system to support community pension services. Second, we should promote different social subjects to participate in community elderly care services. Third, form a multi-tiered service system to meet different needs. Fourth, improve the personnel training and delivery mechanism for the elderly service. Therefore, this paper also needs to take its essence and discard its dross, according to their own national conditions, improve policies and measures, so that China's community pension service to a higher level.

3. MEASURES OF CHINA'S COMMUNITY PENSION SERVICE UNDER THE BACKGROUND OF AGING
3.1 Strengthen publicity work and attach importance to the issue of the elderly in mind
In terms of the current situation, compared with other countries, China is a country with a large base and a rapidly aging population [7]. At this point, we need relevant personnel, adhering to the main idea of the scientific concept of development, reasonable overall planning, increase the infrastructure, and enhance the professional quality of the corresponding community service personnel, increase the old-age service policy in the community residents, maintain the urgency of time, maximize the understanding of the elderly community old-age care work. In addition, it is necessary to combine community pension service with theoretical basis, increase cognition, maintain the power of scientific research, and increase the support of community pension model. Look at the problem from the perspective of development, and check the internal logical thinking, transform the original concept of pension, enhance the corresponding social responsibility, maintain an effective sense of belonging, lay a good foundation for the future thinking mode transformation, maintain an effective driving force for development.

3.2 Responsibilities delineated by the government in urban community pension services
In the course of urbanization development, it is necessary to reasonably assist the society to implement good guidance and supervision under the guidance of government departments. Combined with the development and construction path of the production field, the original role should be changed and the personalized development of the leading function should be maintained. The government also needs to allocate funds in time, and really increase the supervision of the use of funds, actively adjust the relationship between various subjects, maintain the relationship between human and material resources, and cooperate with each other to complete tasks and maintain the sustainable development in the future.

3.3 Expand pension fund raising channels
First, the government needs to increase the investment of local funds and reasonably allocate the proportion of social security according to the current situation. In particular, it needs to pay attention to some cities with high aging population. Second, it is necessary to use the power of mass media and new media to expand publicity through multiple channels and at multiple levels, so as to provide a good foundation for the cognition of social endowment. Third, from the perspective of joint venture and cooperation, we need to guide people to expand publicity and arouse public attention. At the same time, we also need to expand the efforts of publicity, pay attention to the efforts of social groups or individuals, and implement paid services and compensatory services. Maintain the pension system construction, reasonable optimization, encourage the integration of non-profit organizations. On the basis of willing to pay for services, we should encourage the development of public institutions, abide by certain principles and habits, fully tap existing resources, and reduce the use and construction of funds. From the social pooling of endowment insurance fund, the proportion of endowment fund is divided to provide an effective old age life for the elderly. Independent financing, clear financial budget, standardize budget details, formulate preferential policies, improve the donation system [8].

3.4 Provide services and facilities, and improve the facilities of community pension institutions
At this time, it is necessary to maintain a scientific impetus for development on the basis of "combing medical care with medical care", so as to meet the needs of community pension and provide good basic preparation for the travel and medical treatment of the elderly. We will improve community-based old-age service facilities, improve medical, health and rehabilitation facilities, step up...
construction of prevention seminars, and improve cultural
and sports facilities. Full use of resources to strengthen the
assumption of community medical service subject. Whether at the national level or in individual clinics, degrees need to be kept formal. Young and healthy elderly need to maintain cultural and spiritual health needs, semi-self-care needs to strengthen rehabilitation and treatment construction, can not be self-care needs to strengthen home and medical services. On a multi-level basis, it develops from the perspective of poverty subsidy to establish a network of special relief lines to guarantee different needs for the aged. According to actual needs, the contents and forms of old-age care services should be enriched, the basic old-age care service system should be established and perfected, the old-age care service network should be developed and perfected, the propaganda efforts should be intensified, the traditional concepts of the elderly should be changed, and the scientific fitness mode and rehabilitation exercise mode should be established [9].

3.5 Follow the path of specialization and cultivate professional talents
From the current perspective, community management needs strong professional personnel, if only the construction of part-time teams, then it is likely to lead to the team can not be effectively expanded. At this time, it is necessary for the relevant communities, adhering to the main ideas of the scientific concept of development, increase the intensity of training, improve professional ethics training. Formulate different solutions according to local needs to maintain efficient construction and development. In addition, the school also needs to combine the school with the community according to the current development needs, to create a professional job system, to lay a good foundation for future development. In the search for conservation objects, it is also necessary to combine the current development needs, explore multi-layer psychological needs, maintain a solid basic knowledge, improve the corresponding professional ethics, increase effective professional skills, and maintain a good psychological quality. It is planned that in colleges and universities, we will set up professional community pension service courses, maintain the recognition of the hierarchy, and promote the improvement and development of professional level. At the same time, it is necessary to strengthen regulation and management and maintain good coordination. Volunteers need to be registered and have complete information before they can take up their posts. Besides, they should actively publicize their work to attract more attention and expand the attention of the society through diversified channels. For example, you can use television, radio, newspapers, such as multimedia, WeChat, QQ, enlarge the propaganda of content, correct the thought of pension, the experience of various activities, strengthen communication and exchanges, actively guide and encourage, let the elderly to participate in various interest class, intensify the building of cultural performance, to realize the true value of their [10]. It is enough to perfect and develop the idea of community elderly care service, meet the realistic needs of the elderly at home, solve the current dilemma, and maintain a scientific development path.

3.6 Socialization of service objects, providing community elderly care services for families, and improving performance evaluation
It is not enough to rely only on the strength of the community, but also in the comprehensive integration, to present the diversified subjects to everyone's vision. Community elderly care service also needs to expand its scope, complete the sharing of resources, expand the corresponding scope, and improve the service area. Increase welfare construction to solve the problem of the elderly in extreme poverty. Let the community replace the position of the family, enjoy a beautiful ten thousand years, can get physical or psychological support, in the service and emotional support, solve the pressure of the family, provide a good foundation for the future development, maintain the scientific development of power, maintain the sustainability of the community to join the family. Finally, in essence, performance evaluation is an indispensable part, which can effectively enhance the responsibility and efficiency awareness of the government and relevant departments, and promote the construction of service quality. Determine the direction and target, and maintain the effective construction of standardization. Integrate resources, build a two-way feedback bridge, enhance the credibility of related work, and maintain the transparency of service work. In Interactive Week, explore new jobs and take things to the next level.

4. TO SUMMARIZE
With the progress of the society, in the implementation and construction of the community pension service system, it is necessary to integrate ideas, handle the relationship between the parties responsible in the people-oriented thinking logic, and implement their respective responsibilities and obligations. Strictly control and plan the path, and do a good job of performance evaluation. In the field of industrialization, specialization and socialization and welfare, continuous optimization and improvement of analysis of the disadvantages of the problems, to establish a comprehensive system engineering, continuous practice, positive in the face of difficulties and challenges, for the integration of sports, medical and pension service integration, which has laid a good foundation in order to achieve a common "China dream".

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ACADEMIC PUBLISHING HOUSE
Exploring The Teaching Method of Electronic Commerce Course Under the Innovative Education Idea

Jingjing Wu
Gansu Industry Polytechnic College, Tianshui, Gansu 741025, China

Abstract: The times are constantly changing, the social economy is constantly developing, and the education industry is also constantly reforming and optimizing. In the development of the information society, its e-commerce has also begun to be widely used, which makes the education industry should also pay attention to the development of e-commerce courses, especially e-commerce logistics management. In view of the development background of e-commerce, teachers should innovate the traditional education ideas, so that they can combine the development background of The Times, innovate and optimize their teaching ideas with students as the core, and output outstanding talents for the modern society.

Key words: Educational idea; E-commerce; The teaching method

1. INTRODUCTION
Electronic commerce course is currently e-commerce majors in colleges and universities need to learn the course, is a compulsory course for students majoring in electronic commerce, which requires teachers in teaching process, need to innovate education concept, in the innovation education idea of environment, can better improve the students' comprehensive quality and professional level. At the same time, the electronic commerce course with strong practicality and availability, at the same time, the electronic commerce course is a comprehensive strong subject, in this kind of strong comprehensive curriculum, the traditional teaching mode has been used in modern electronic commerce course study, the traditional teaching mode, to a certain extent hinder students' innovation ability and innovation consciousness. This paper will analyze the problems existing in the teaching of e-commerce courses, and put forward new teaching methods.

2. TEACHING PROBLEMS OF E-COMMERCE COURSES UNDER THE INNOVATIVE EDUCATION CONCEPT
2.1 The arrangement of teaching content is not scientific
With the development of information society and the rapid development of e-commerce industry, colleges and universities have begun to pay attention to the development of e-commerce courses. E-commerce mainly refers to a business development model that realizes Commodity Exchange through computer information technology and network technology. There are many subjects that need to be designed in the teaching of e-commerce course, among which the most important one is that computer major, Internet major and logistics major are all professional information that need to be designed in the course of e-commerce, so it is necessary to strictly select the teaching materials of e-commerce. However, according to the current situation of e-commerce teaching, the selected textbooks can not meet the needs of teaching, so that the arrangement of teaching content is not scientific, which leads to the quality of e-commerce teaching can not be improved.

2.2 Laggard classroom teaching concept
In the process of teaching e-commerce, it involves many fields, among which the most important is the field of computer. At the same time, professional research should also be carried out in the fields of marketing and law. In the process of developing e-commerce course, the theoretical knowledge is mixed with practice, which makes the e-commerce course different from other subjects in the teaching process. Therefore, it is necessary to innovate the e-commerce teaching strategies to meet the needs of the course. The traditional teaching mode in the development of e-commerce courses still seems to be somewhat inadequate, which is due to the backward teaching philosophy in classroom teaching, so it is necessary to innovate and optimize the teaching philosophy. At the same time, with the development of the education industry, the traditional teaching ideas will gradually be eliminated, and the more innovative and practical teaching ideas will be adopted by the education industry and teachers, so that their education ideas can meet the development needs of the education industry.

2.3 Teaching practice link needs to be improved
In the electronic commerce teaching, its comprehensiveness is stronger. If you want to improve the professional level of e-commerce, you need to carry out a lot of practice, which can not be separated from professional equipment, which makes the performance of equipment determines the learning ability of e-commerce major. In response to this phenomenon, colleges and universities have launched e-commerce training rooms. They believe that with the improvement of hardware equipment, their teaching level and students' learning ability can be improved, but they ignore the teaching method. With the application of traditional teaching methods, the level of e-commerce teaching has not been substantially improved. This kind of problem also occurs because teachers do not have very rich teaching experience, and their teaching mode can not arouse students' autonomy, which leads to a certain impact on the level of e-commerce teaching.

3. EXPLORING THE TEACHING METHODS OF E-ACADEMIC PUBLISHING HOUSE
COMMERCE COURSES UNDER THE INNOVATIVE EDUCATIONAL CONCEPT

3.1 Innovate theoretical teaching methods

In the context of innovative educational concepts, the most important thing in the development of e-commerce courses is to innovate theoretical teaching methods. The teaching methods can be divided into three categories: discussion teaching method, case teaching method and task-driven teaching method.

In the transformation of theoretical teaching in e-commerce courses, it is necessary to take the improvement of students' innovation ability and analytical ability as the main purpose. Students can be guided to actively discuss in class, so that students can make progress in the process of discussion. At the same time, in the development of e-commerce class, the existing shopping websites can also be introduced into the class, so that students can actively discuss and study the differences among different websites, so that they can truly understand the significance of e-commerce.

Case teaching method mainly means that teachers select appropriate cases and students analyze them in groups. This case teaching method can improve students' practicality. At the same time, when choosing cases, representative cases should be selected for students to understand, and at the same time, it can also enhance students' participation in the class.

There is also a task-driven approach, which is used to develop students' creative abilities. According to the teaching objectives, the teacher divides the task sections in the class, so that the students can study these sections according to the theoretical knowledge they have learned, which can better improve the students' thinking ability and innovation ability. At the same time, it can also allow the students to participate in the class and effectively apply the theoretical knowledge they have learned.

3.2 Reform experimental teaching methods

In the teaching of electronic commerce, should attach importance to experimental teaching methods, experimental teaching is the student under the support of theoretical knowledge, students themselves operating practice, to observe the phenomenon of the experiment, at the same time, according to their theoretical knowledge to explain, this way can better enhance the level of students' learning and at the same time also can improve the students' practical ability. In the process of e-commerce teaching, it is also necessary to ensure that students can achieve a lesson and practice, and help students transform the theoretical knowledge they have learned into experiments in time, so as to better improve students' practical ability [1].

3.3 Innovate the form of practical teaching

In the development of e-commerce teaching, its experiment teaching is very important, but in the experiment at the same time also need to carry out practice. Its practical teaching mode can better help students to consolidate theoretical knowledge, but also can better improve the use of professional skills, good practical ability can help students to better choose employment after graduation. At the same time, the students practice ability enhancement, to cultivate students' ability of random strain, when they have a problem, timely solve, the long-term practice at the same time also can make students involved in the work to the electronic commerce to have the equipment, and can work to the electronic commerce in the process control [2].

4. CONCLUSION

To sum up, the e-commerce course under the concept of innovative education needs constant optimization and innovation in the process of development, so that it can better follow the development of society. Among them, innovative education concept can better improve students' innovation ability and practical ability, so that students' professional ability can be effectively improved, and promote the better development of the e-commerce industry.

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REFERENCE


Significance and Practice Path of Outward Training in Physical Education Teaching in Colleges and Universities

Li Xu
Zibo Vocational College, Zibo, Shandong 255314, China

Abstract: At present, there are many shortcomings in the physical education teaching of many colleges and universities, including the limited teaching mode and teaching content, backward teaching ideas, and the comprehensive ability of teaching teachers is weak. Outward bound training is of great significance. It can supplement teaching resources to a certain extent, help students improve their comprehensive ability, and promote the reform of physical education. Based on this, this paper first describes the current situation of physical education in colleges and universities, then expounds the significance of the application of outward bound training in physical education, and finally puts forward how to carry out outward bound training in physical education.

Key words: Outward development training; Physical education teaching; Teaching significance and path

1. INTRODUCTION
Physical education class can not only improve the quality of students, but also help students have a healthy psychology, can promote the all-round development of students. But in fact, many colleges and universities do not pay attention to the teaching of physical education, just a simple form, the teaching content and primary school physical education is similar, the lack of outward training. With the proposal of quality-oriented education, if colleges and universities want to improve the real level of physical education, then teachers in colleges and universities must first realize the importance of outward development training, constantly enrich and innovate the content of physical education teaching, and improve students' comprehensive ability.

2. THE CURRENT SITUATION OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES
2.1 Limited teaching content
At present, although there are a lot of colleges and universities to carry out the course of development training, but there is no effect. The most important reason is that the teaching content is not innovative enough and the teaching mode is single, which makes students have no interest in going on. When carrying out outward bound training, although we should learn from the traditional model, we should not directly apply the traditional model to the outward bound training, but have new ideas.

2.2 Backwardness in educational thought
In PE teaching, PE teachers ignore the main position of students in class and adopt cramming teaching methods. The backward educational thought makes the outward-bound training superficial and affects the teaching quality.

2.3 The comprehensive ability of teachers is weak
The comprehensive ability of PE teachers directly affects the quality of teaching. Many PE teachers fail to accurately understand the concept of quality-oriented education and pay little attention to outward bound training. Hence, PE teachers are not high enough to give full play to the important advantages of quality-oriented education. Some teachers even do not carry out the curriculum and let the students arrange their own time, which makes the physical education class meaningless and a waste of time.

3. SIGNIFICANCE OF OUTWARD TRAINING IN PHYSICAL EDUCATION TEACHING
3.1 The physical education teaching resources can be supplemented
In terms of the content of physical education in colleges and universities, it is relatively limited and unitary in teaching methods. Although many colleges and universities have set up outward bound training, it is similar to the traditional classroom in content and cannot arouse the enthusiasm of students to participate in it. Therefore, we should make a breakthrough in content and carry out diversified teaching in form. For example, mountain climbing, martial arts teaching, taijiquan, rock climbing training and sports dance, etc. Let students feel the charm of sports in class, improve their interest in PE class, and promote the reform of PE teaching.

3.2 It can greatly promote students' comprehensive analysis ability
In the traditional teaching mode, the teacher is usually the main body, resulting in students' dependence on the teacher. When carrying out development training, it can help students improve their sense of independence and get exercise. Students can not only learn theoretical knowledge, but also exercise their action ability. Gradually, students will get rid of the habit of relying on teachers, pay more attention to the cooperation and help among classmates, and constantly improve their comprehensive ability in a competitive way.

3.3 Improve the initiative of students themselves
Outward bound training is different from traditional teaching. Diversified sports activities can help students mobilize their initiative and let students feel the joy of sports. Break the single indoctrination mode, in sports, stimulate students' potential hidden ability, improve the overall quality.

3.4 Promote physical education teaching reform
Outward bound training is a new course, which is constantly promoting the reform and innovation of physical education teaching.
physical education. The application of outward development training is an important form of the current physical education reform, which can break the traditional single teaching mode and make the physical education become a new look.

4. HOW TO CARRY OUT OUTWARD DEVELOPMENT TRAINING IN PHYSICAL EDUCATION TEACHING

4.1 Carry out safety management in relevant aspects
Outward bound training is not like classroom teaching is carried out indoors, in fact, is an outdoor teaching activity. One of the main reasons why many colleges and universities do not offer outward bound training is because of safety concerns and fear of causing harm to students during the teaching process. However, it is very necessary to carry out the outward development training. Before carrying out the activities, we must do a good job in safety management. First of all, do a good job in the management of safety awareness in the mind, so that leaders at all levels supervise each other; Secondly, the hardware equipment to be used in the outward development training should be safely managed so as not to bring harm to students. Thirdly, regular lectures on safety awareness, clearly pointing out the potential dangers in the training, so that students can understand the necessary self-help skills; Finally, in the process of teaching, the whole process of supervision, to prevent any safety accidents.

4.2 Change educational thinking
We should learn to abandon the backward teaching ideas and learn from some advanced educational ideas so that our country's physical education can step forward to a new level. Correct educational thought can improve the quality of teaching, and it is also an important condition for the promotion of Outward Bound Training. It is an inevitable trend of The Times. Only in this way, can we cultivate the talents to adapt to the development of The Times, can we let the students survive in such a talented environment, a firm foothold.

4.3 Enrich educational content
The development of Outward Bound Training is not only to improve students' physical quality, but also to improve their comprehensive ability. The place should be chosen reasonably to fully tap the latent ability of students. The teaching principle of indoor and outdoor combination can be chosen, so that students can have a good practice on the basis of theoretical knowledge and improve their comprehensive ability. In addition, teaching in a team way or in the form of challenge competition can not only cultivate students' sense of cooperation but also their sense of competition. In addition, there should be more interaction between teachers and students, which can help teachers understand students better, so that the two can become friends.

4.4 Improve the comprehensive ability of teachers
In the teaching of outward bound training, the teacher is a very important factor, so it is necessary to improve the comprehensive ability of the teacher. First, colleges and universities in the recruitment of teachers, to improve the access threshold, the application of physical education teachers to carry out a comprehensive investigation, from physical quality to psychological awareness, to greatly improve the comprehensive ability and level of physical education teachers. Second, to establish a perfect training system for PE teachers, so that those PE teachers have a lifelong awareness of learning. In the long run, teachers can constantly update their teaching ideas, learn advanced and innovative teaching ideas, keep pace with The Times. In addition, regular assessment of physical education teachers in schools, improve the comprehensive ability of teachers, to ensure the quality of teaching.

5. CONCLUSION
To sum up, with the proposal and promotion of quality-oriented education, promoting students' all-round development has become the latest goal of education. Among them, moral education is a very important teaching content and an important part to promote the all-round development of students. At present, the application of outward bound training in colleges and universities is not perfect enough, so colleges and universities should pay attention to this, and improve the application of outward bound training from the reality.

REFERENCE
An Effective Way to Enhance Self-management Ability of Higher Vocational College Students

Xiaobing Li, Yi Xu, Mengyue Liu*
Chongqing Medical and Pharmaceutical College, 401331, Chongqing, China
*Corresponding Author.

Abstract: This paper from the formation of teachers "collaborators" role change, stimulate students' achievement motivation; To construct an all-round cooperative system of school, family and society, and to form an educational community; The construction of real task-driven management mode and evaluation system and the construction of knowledge framework in three different latitudes explore the effective path to enhance the students' self-management ability in higher vocational colleges.

Key words: Higher vocational college; Self-management ability; The path

1. CHANGE THE ROLE OF TEACHERS AS "COLLABORATORS" AND STIMULATE STUDENTS' ACHIEVEMENT MOTIVATION

Achievement motivation is the prime mover of self-management ability. Relative to the individual, family and social factors, such as vocational college is supposed to form the main power in the students' self-management ability training, should be improving the quality of teaching and management, rich content and form, self-management ability students achievement motivation, rapidly improve higher vocational college students' academic performance and overall quality. It can form the role of "cooperator" in teaching and stimulate students' achievement motivation. This kind of collaborator role is based on "mutual recognition and equal personality". For college teachers, they can learn what they lack from "others" and try to find the strengths and advantages of students, rather than simply acknowledge the existence of students as "others", which is the basic condition of achievement motivation. This makes higher vocational college students, who have not been regarded as "successful" for quite a long time, be able to go from the new station to the starting point of pursuing success. In learning, professional teachers mainly play the role of "cooperators". Through the training of "double-qualified" teachers and the gradual construction of "tutorial system", the interaction between theory and practice and the combination of professional posts are realized, and the methods and contents of self-management are passed to students in a comprehensive and whole way. Professional teachers, as "cooperators", let students participate in the teaching design, and then through the accumulation of basic knowledge in the first half and the collision of ideas and after-class discussion in the second half, make the traditional classroom teaching and after-class expansion organic integration. In this way, students can clearly understand their ability and control their ability in the orderly steps to solve the problems, so as to obtain the sense of accomplishment of solving the problems and meet the subjective needs of young students for self-recognition at this stage. Inside the classroom teaching, instructors mainly undertake "collaborators" role, first of all, through the provision of fair to manufacture and systemic change to be a qualified consultant, by connecting schools and other stakeholders to the students education opportunities and success, for direction of school education, teaching mode reform put forward constructive Suggestions. Secondly, besides working communication, counselors should increase the communication of life and emotion, so as to make the role of "cooperator" truly alive, and break people's stable and general overall evaluation and impression on the functions, characteristics and behaviors of the profession of teachers. Counselors should take the initiative to convey the impression of "cooperators" through the construction of environment, the infection of language and the proof of action. At the same time, the teacher-student relationship from the perspective of intersubjectivity advocates returning to the world of daily life, exploring the beauty of life, pursuing the significance of development, and finding the meeting point between the training goal of the school and the individual needs of students in the continuous daily communication. At the same time, the depth of the vocational college docking enterprise, industry, clear job skills, knowledge, emotional needs, combined with the feature of students through effective training practice, in the enterprise cooperation, through the enterprise strength to let the students correct understanding of the development of technical skills talents, establish talent development channel diverse thinking, change "diploma" concept of employment, Let the students accurately meet the needs of career development, clear the direction of development, make suitable career planning, through the clear achievement target setting, stimulate the motivation of self-management ability.

2. TO BUILD AN ALL-ROUND COOPERATION SYSTEM AMONG SCHOOLS, FAMILIES AND SOCIETY TO FORM AN EDUCATIONAL COMMUNITY

The education of students in higher vocational colleges is universal. Any education involves the participation of schools, families and social forces, which need to form joint forces to play the maximum role. At the same time, the education of students in higher vocational colleges has its particularity, and the students, their parents and the training objectives of the schools all have their own
characteristics. In the commonness and individuality, higher vocational colleges need to find a new education mode, construct a horizontal and all-round cooperative system of school, family and society, and form an educational community. In the school, family and society, the school should form the leader of value guidance and become a trustworthy object, so as to promote the integration of the three.

On the one hand, to promote the communication between the family and the school, the family is not only the "pressure" organization of the school, not only will put forward all kinds of requirements to the school, but also the school can and should use the educational power, the cultivation of self-management ability, can not lack the support of the family. What a school chooses, advocates and pursues is explicitly the school spirit, while implicitly the organizational values of the school. In the face of different family education situations, vocational colleges need to use the concept of "brand" to actively transmit the values of the school through logos and cultural and creative products. The school will publicize its major events, innovative education methods, core education concepts and featured educators in a larger scope, comb its brand image, win brand trust, and reduce obstacles in student training. High schools seek common values, common missions or goals with families -- people need to move in the same direction, to work together for common goals that override their own goals. When the family and the school form a joint force, the school can effectively intervene in the family education, can weaken the current lack of family education, extreme and other negative impact on students' self-management ability. On the other hand, vocational colleges and universities should take the initiative to cooperate with enterprises to establish positive role positioning of vocational education, make exemplary practitioners in the society into learning models, and enhance the recognition of the value of technical and technical talents in the society. Vocational college education effect, the influence of family education effect is inseparable from the environment, only in the social value recognition, improve technical skills talents in higher vocational college students to apply talents with high quality and high skills and management talents for the development goals, to stimulate achievement motivation, management the self-realization.

3. BUILD A REAL TASK-DRIVEN MANAGEMENT MODEL AND EVALUATION SYSTEM TO GUIDE THE CONSTRUCTION OF KNOWLEDGE FRAMEWORK

Higher vocational education emphasizes the training of technical skills, strengthen the memory of professional knowledge and professional skills, teachers meet students "understand" "answer to" "to" state, ignored the systematic and research-oriented learning to teach, students at the same time of accepting knowledge is not set up complete knowledge framework, hard to logical construction of professional knowledge, All disciplines have been integrated. Similarly, in daily life, students do not take the initiative to carry out logic combing and truth exploration, but only through fragmented learning can only cause learners to have sensory and perceptual disorders, attention disorders, memory disorders and thinking disorders. Real task driven and construction management mode and evaluation system, the complex realistic problem placed in the professional theoretical study, through the social practice, discipline integration, independent discussion for learning goals, pull "fragments" knowledge service in the solution of the task, you can achieve the architecture of knowledge, to avoid "fragments" knowledge of the negative influence on students, Strengthen students' ability to evaluate complex things, and realize self-control and self-management.

Teaching can make use of the real task-driven management mode and evaluation system, break the context of the original textbook, take the task as the center, combine with industry standards, organize relevant theories and practice cases, and determine the learning situation and task. Teachers establish relevant knowledge framework based on the application of typical cases in the industry, explain industry standards, establish a high quality case base, and propose project tasks. In the task implementation stage, the main function of teachers is to examine and approve the research plan, supervise the process, provide consultation and other support. In this orderly and independent process, students begin to find problems independently, face up to themselves, analyze the causes of problems and try to solve them, construct a relatively perfect knowledge framework, and make more correct behavior judgments. In this process, students' learning ability and self-management ability are rapidly enhanced. At the same time, higher vocational colleges can apply the real task-driven management mode and evaluation system to the daily management of students. Higher vocational colleges can combine a large number of professional courses in the process of student management, introduce normative and form a project-based management mode of target responsibility system. Let students participate in the whole process of management. In the school system, through self-management, the school divides responsibilities in specific management affairs, clarifies the expected effects, and sets standards for evaluation, rewards and punishments, so as to realize the effect of whole-process and whole-staff education. Students can grow up to be the leaders of self-management. In the participation of school student management, students can understand the management concept of the school, clear the management mode of the school, and form the management identification of the school, from the unity of values to the self-restraint management from the inside out.

REFERENCE
Research On the Application of AHP in Performance Evaluation of Modern Logistics Enterprises

Chunlan Yu
Hunan Vocational College of Modern Logistics, Changsha 410131, Hunan, China

Abstract: The rise of online shopping has led to the development of surrounding industries, logistics industry is one of them. With the rapid development of modern logistics enterprises, the importance of performance evaluation in enterprises is gradually increasing. This paper starts from the establishment of logistics enterprise performance evaluation system, gives a brief overview of AHP method, and studies the application of AHP in modern logistics enterprise performance evaluation.

Key words: AHP; Modern logistics enterprises; The performance evaluation

1. INTRODUCTION
With the development of the Internet, people's lifestyle and shopping habits are gradually changing, and logistics enterprises are also transforming and becoming an important link of economic development. However, logistics enterprises have problems such as imperfect internal management and non-standard service level. In order to solve these problems, it is necessary to start from the internal management of enterprises and establish a modern performance evaluation system based on AHP.

2. ESTABLISHMENT OF PERFORMANCE EVALUATION SYSTEM OF MODERN LOGISTICS ENTERPRISES
The performance of an enterprise reflects the operating conditions of an enterprise in a certain period of time, and the performance evaluation is a quantitative analysis of the operating conditions of an enterprise intuitively through figures or charts. In data processing, some mathematical or operational methods are usually used to measure the performance of an enterprise. Performance evaluation can reveal the existing problems and hidden dangers of enterprises, help enterprises improve and promote their long-term development. The enterprise performance evaluation system is based on the overall development of the enterprise, and several principles need to be followed in the construction process [1]. The first is the scientific principle, which needs to show the actual situation of the enterprise and carry out scientific evaluation. In addition, it needs to conform to the principle of systematization. Each index is not an independent individual, but has internal correlation, which requires comprehensive and systematic evaluation. Next is the principle of comparability. Relevant industry standards need to be followed in the construction of the evaluation system. At the same time, it should also conform to the principle of generality, and the construction of the system needs to be widely used and stable for enterprises within a certain range. Also need to have the principle of hierarchy, need to highlight the focus in each level, different levels of different analysis. Finally, it is necessary to combine qualitative and quantitative evaluation to improve the comprehensiveness of evaluation. From the content of system construction, it can be divided into three points. The first is the service capacity index, mainly reflected in the procurement, transportation, distribution, circulation processing four links. Next are the indicators of management capability, which are usually reflected in organizational coordination, emergency response, and cost management. Finally, the index of innovation ability is reflected in the level of technology, the degree of informatization and soft power elements. The establishment of performance evaluation system can improve the comprehensive strength of modern logistics enterprises and promote the development of logistics industry.

3. OVERVIEW OF AHP METHOD
AHP method, also known as analytic hierarchy process, is a kind of efficient multi-factor decision-making method. By stratifying the evaluation system, combining qualitative analysis and quantitative analysis, quantifying subjective judgment and evaluation indicators, building a matrix layer by layer, and then carrying out comprehensive weight analysis, the scientific nature of the evaluation results can be improved. The main principle is to disassemble the complex decision-making problems in different layers and break them into parts. The decision-making problems are converted into the correspondence between data and information, and the final quantitative results are obtained by combining qualitative analysis. By comparison, decision makers can intuitively see the specific values of various indicators and make judgments. In general, AHP takes the form of matrix calculation. Firstly, the hierarchical model is built. The general model is mainly divided into the target layer, the strategy layer and the indicator layer. The model is adjusted according to the different needs of the enterprise, and the judgment matrix is constructed by comparing each two data of the lower layer according to the upper layer's criteria. After setting up the judgment matrix, the weight, maximum eigenvalue, consistency index and test number of the matrix were calculated. If the test number of the judgment matrix is not greater than 0.1, the judgment matrix is acceptable. After determining the weight of each index, the comprehensive weight of each index is calculated to determine the model.

4. THE APPLICATION OF AHP IN PERFORMANCE

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EVALUATION OF MODERN LOGISTICS ENTERPRISES

Enterprise performance evaluation can drive the development of enterprises, stimulate the vitality of enterprises, and improve the economic benefits of enterprises. However, the establishment of performance evaluation system of logistics enterprises in China is still in the initial stage and is not perfect. Therefore, it is necessary to adopt effective methods to construct a more scientific and reasonable performance evaluation system of modern logistics enterprises, so as to provide impetus for the development of enterprises. The construction of performance evaluation system is mainly to construct an effective comprehensive analysis model, which needs to determine the indicators in the system. AHP method can refine and evaluate each index, and then calculate the final conclusion by combining the corresponding weight.

Before starting the analysis, experts are required to investigate the enterprise, determine the initial weight value of each index for the enterprise, and then calculate the final evaluation result through matrix. It is worth mentioning that if the consistency test of the judgment matrix fails, the value needs to be adjusted and calculated again.

Building a modern logistics enterprise performance evaluation system based on AHP method can enhance the scientific nature of the system and enhance enterprise benefits. By means of hierarchical research, AHP emphasizes the effectiveness of the system and analyzes the importance of various indicators from the specific needs and development status of enterprises, so as to help build a more suitable performance evaluation system for enterprises. In this method, after the construction of the judgment matrix is completed, a nine-level scoring system is carried out to compare each index in pairs and compare the importance degree [2]. Firstly, the three target layers are analyzed and the judgment matrix is established. After the comprehensive weight calculation is completed, the geometric average method is used to calculate the judgment weight of the target layer and obtain the eigenvalue. The consistency index and test number are obtained and recorded after analysis. Next, the judgment matrix of service level is constructed and calculated based on the four index data mentioned above to obtain the maximum eigenvalue, weight, consistency index and test number. If the number of tests is small enough, the matrix meets the requirement. Then, the judgment matrix of management ability is constructed, and the data of organization and coordination, emergency response and cost management are taken as indicators. The calculation and evaluation are carried out according to the above method, and the level of innovation ability is also the same. Through the above calculation, the overall performance evaluation chart of modern logistics enterprises is listed and analyzed.

Under normal circumstances, service level accounts for the largest weight, which shows the essence of logistics enterprises. To improve enterprise performance, service level should be optimized. Among the service levels, distribution service occupies the most important position. Therefore, enterprises need to improve the quality of distribution service and optimize the distribution plan. The core of logistics is service. Only by improving the service level of logistics can we fundamentally improve the competitiveness of logistics enterprises. Modern logistics enterprises should pay attention to the management ability, the improvement of management ability can drive the improvement of enterprise efficiency, determines the development direction of the enterprise and the efficiency of the enterprise. Among them, the more important indicators are the ability of organization and coordination and cost management, both of which play an important role in the operation of enterprises. Innovation ability determines the long-term development of modern logistics enterprises, and the technical strength is the most important one. The improvement of technical strength can drive the improvement of enterprise innovation ability and enhance the comprehensive strength of enterprises.

In addition, with the development of computer technology, AHP method can be calculated by means of information technology, which greatly reduces the complexity of its process and reduces the threshold of its use, and is suitable for more modern logistics enterprises. At the same time, it can improve the construction efficiency of the performance evaluation system and promote the implementation of the internal performance evaluation of enterprises as soon as possible.

5. CONCLUSION

With the development of economy, logistics enterprises are rising, but logistics enterprises are also facing huge challenges and need to improve their competitiveness. In order to enhance the comprehensive strength of enterprises, it is necessary to construct a scientific performance evaluation system. AHP method can analyze the performance system by layers, combine quantitative analysis with qualitative analysis, provide support for managers and facilitate the construction of performance evaluation system.

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REFERENCE


Abstract: Physical education teaching in higher vocational colleges has always been a key teaching task that affects the healthy development of students’ physiology, psychology and thought. By analyzing the theoretical content of physical education in higher vocational colleges, this paper further studies the teaching guidance practice of physical education in higher vocational colleges, hoping to be helpful to the actual physical education in higher vocational colleges.

Key words: Teaching guidance; Higher vocational colleges; Sports theory

1. INTRODUCTION
In recent years, higher vocational colleges pay more and more attention to the all-round training of talents, and thus begin to pay attention to the physical education teaching. The theory and teaching guidance practice of higher vocational physical education determine the overall quality of teaching. Therefore, this paper conducts a simple study on these two contents, and further explores the effective development approach of physical education in higher vocational colleges.

2. THEORETICAL ANALYSIS OF HIGHER VOCATIONAL PHYSICAL EDUCATION
The theory of physical education is a foundation of sports teaching disciplines, its concrete content is based on physical objects, studies its general rules, including the emergence and development of sports and sports of the actual effect and the characteristic, the purpose of physical education learning and related requirement, sports system and the means and the general principles of sports training and exercise knowledge, but also including the related contents of sports organization and management, Higher vocational sports theory comes from practice, but again there is a significant difference with the sports practice, and is not a simple will reflect sports practice, but carries on the deep analysis of the sports theory should be practical, scientific and popularity and other characteristics, for higher vocational students' physical education teaching, not only to ensure that students master the methods of motion, What's more, it is necessary to master the basic principles of sports, and be able to construct creative and rational thinking after learning sports theories. The content of the theory of physical education also involves many subjects, such as psychology, pedagogy, sports physiology, statistics and anatomy, genetics, control, and so on, at the same time, the theory of sports research also includes in-depth study of a variety of sports, combining the reality of sports training, make sports theory as an important guidance on the basis of physical education teaching, To help students establish their own goals and tasks of physical training, and then effectively carry out physical training, promote the reform and development of physical education in higher vocational colleges [1].

3. PRACTICAL RESEARCH ON TEACHING GUIDANCE OF HIGHER VOCATIONAL PHYSICAL EDUCATION
3.1 Defining course objectives
For higher vocational physical education teaching, the teaching guidance practice first is to clarify the course objectives, through setting up reasonable and scientific course objectives, can further achieve the course content, course development methods and course evaluation and other aspects of the optimization, to achieve effective teaching guidance. The course objectives of physical education in practice cover ideological education, mental health, physical health, sports participation, adaptive ability and sports skills and other aspects, which can be mainly divided into two parts: one is basic objectives; Basic goal to achieve is inevitable, it refers to the students can complete range of sports learning objectives, based on the subject at the center of the theory, skills and participate in the guide for the students, and exercise the students' psychology, thought and physical performance, focused on the theoretical knowledge into practical skills, and teach the students effectively, Promote their understanding of theory and through the practice of comprehensive development, which is also fully in line with the physical and mental needs of students; The other is the development target, the target level level is higher than the basic goal, for example in the aspect of sports participation, basic goal only need exercise students lifelong sports consciousness, development goal requires students to develop good exercise habits, on the basis of ensure that students can develop independently in accordance with their own health exercise prescription, and in terms of motor skills, It requires students to develop their own unique sports ability on the basis of the basic technical level. In terms of physiological health, it is able to develop their own physical ability in an all-round way. In addition, the goal determination of sports need fully combined with the characteristics of students, in the past some of the higher vocational teaching of sports, because the teacher too pay attention to the realization of the goal, and also pay more attention to skill training, etc, and ignore the characteristics of students, it also has caused many students gradually lost interest for the sports course,
the actual exercise training enthusiasm is poorer, Did not give full play to their own learning skills, but also unable to enhance the level of skills, teachers did not achieve people-oriented teaching principle, also does not conform to the current the basic requirements of quality education, thus in the process of design sports goal, should also pay attention to consider the students' personality development, make sports goals more in line with students' physiological and psychological condition.

3.2 Optimize the structure of guiding practice courses
Higher vocational physical education curriculum structure has a great impact on the quality of physical education teaching, so in the process of carrying out physical education instruction practice, we should also optimize the structure of the curriculum, which is mainly optimized from two aspects. For example, on the one hand is to innovation of curriculum content, such as the teaching of physical education can be combined with external or many of extracurricular sports activities, not only follow the curriculum itself sports activities to strengthen the physical education curriculum content richness, at the same time also can use more rich sports resources, including schools and outside of school resources and so on. To enhance the diversity and scientificity of physical education teaching, in order to realize the content innovation, we should build the connection channel between inside and outside school in the structure, and effectively carry out the new physical education teaching mode; On the other hand is a selective course structure innovation, in order to better serve the needs of higher vocational students' actual learning, physical education teaching is the entire learning career started very early subjects, therefore before into the higher vocational school, the students of physical education teaching is obvious difference, thus its basic skill levels also not unified, The guidance of physical education teaching practice should fully consider the individual difference, in the design of the whole curriculum structure, can be divided into multiple plate, for students according to their own needs to choose from, promote the diversification of curriculum development, can also be effective innovation of the traditional sports teaching mode, further enhance the efficiency of the sports teaching practice [2].

3.3 Constructing an evaluation system for instructional practice
To ensure the effectiveness of the teaching practice of physical education, according to the practical courses also need to construct evaluation system of teaching practice, through the study of the objective evaluation of the teaching practice, can be found in the teaching of physical education of existing problems, and then implement targeted the improvement of the means, and the actual current sports evaluation in higher vocational colleges, there are many realistic problems. For example, the whole evaluation focuses on the results and ignores the process; Due to insufficient attention to this work, resulting in the establishment of the evaluation mechanism but not the implementation of compliance, sports evaluation mechanism is useless; The evaluation index is not objective or comprehensive enough, and the content is not detailed enough; The evaluators themselves lack of subjectivity and objectivity, which leads to the use of the evaluation results is not significant, but also makes the physical education teaching guidance can not make progress. Therefore, in the process of improving the practical effect of physical education teaching guidance, we can adopt diversified evaluation means to perfect the evaluation system, follow the current important purpose of physical education teaching in higher vocational colleges, promote the improvement of teaching level with the evaluation system, promote the overall development of students, and further achieve the ultimate goal of quality-oriented teaching.

4. CONCLUSION
To sum up, the physical education teaching in higher vocational colleges has always been an important subject, which is divided into theory and practice. In the process of practical teaching, we should not only deepen the physical education theory, promote physical education practice with theory, and then improve the level of physical education. From the analysis of this paper, it can be seen that the theoretical content of higher vocational physical education involves a number of subjects, specifically taking physical education as the center to study its laws, and the current teaching guidance practice of higher vocational physical education includes clarifying course objectives, optimizing the structure of guiding practical courses, and constructing the evaluation system of guiding practical teaching.

REFERENCE
Innovation Path of Logistics Management in Vocational Colleges in The New Era

Peiliu Zhao
Shandong Vocational College of Industry, Zibo, Shandong 256414, China

Abstract: Logistics management service, in higher vocational colleges, management refers to the management of teaching materials, environmental management, the construction and maintenance of teachers' office conditions, and the management of teachers; and students; accommodation environment; Service mainly refers to the provision of water and electricity and other facilities, security, cleaning, necessary business services in the school, such as small supermarkets, characteristic restaurants different from student canteens, etc. This paper will explore the effective innovation of logistics management and service mode in higher vocational colleges, in order to provide better learning environment for students.

key word: Higher vocational colleges; Logistics management; Service

1. INTRODUCTION
Under the background of deepening reform in higher vocational colleges, the original logistics management mode obviously can not meet the requirements of the development of higher vocational colleges at this stage.Based on this, the tide of socialization of logistics management in higher vocational colleges has been set off. The original single management form to the diversified management form.How to innovate the new path of logistics management in Higher Vocational Colleges and improve the level of logistics management is a problem that logistics management departments pay special attention to.

2. CURRENT SITUATION OF REAR SERVICE MANAGEMENT AND EDUCATION IN HIGHER VOCATIONAL COLLEGES
2.1 The participation of management and service personnel is not enough
Senior managers belong to the administrative department of the school, not a part of teaching. All programs such as school system management and repair rely on logistics, so they often conflict with students in daily management and have no emotional communication with them. And the management of logistics service is traditional, students feel self-restraint in management, often do not adhere to management, leading to contradictions.

2.2 Violations in logistics management system
College logistics management needs more content and standardized system to ensure the stability of logistics service. If the management and service are insufficient, it is impossible to create an arbitrary and inefficient environment. In each section of logistics services, specialized and expert human resources management with appropriate operational capabilities must be identified, clearly defined and delineated. Especially in the field of security, it is necessary to make more stringent provisions on the physical security of teachers and teachers; intellectual property rights. The obvious problem is that in some colleges and universities, the front door of students; apartments is not guaranteed enough. Some students can take social workers to the dormitories of students; dormitories or even stay in the apartments without the supervision of the front door and family workers. This not only affects the normal working conditions of students, but also may lead to a certain degree of security of their personal property.

2.3 Employment theory lags behind
Logistics management is mainly for the development of higher education, but in the aspect of logistics management, the reflection of service consciousness is usually insufficient, many of the tasks are out of date, not based on the position of president, they have no responsibility to choose schools and students. For example, if the lights or water pipes of school buildings or houses break down, the maintenance will often be delayed, which indicates that the logistics has little work in the normal water supply, and the impact on study and life is not taken into account. However, in many colleges and universities, this is not only responsible for their own work, but also for their poor quality, which must be changed.

3. EXPLORE THE NEW WAY OF LOGISTICS MANAGEMENT SERVICE EDUCATION
3.1 Set up the comprehensive service consciousness and carry out the education
In daily life, logistics services occupy most of the students; time, which has a great impact on students. The nature of the work of logistics staff determines that they are "teachers who don't go to the platform". As a "teacher" who is not on the stage, in the all-round contact with the majority of students, it has a unique role in implementing and strengthening the ideological and political education in higher vocational colleges. This requires the majority of logistics staff to deeply study and understand the spiritual essence of Ideological and political education, and play a positive role in the comprehensive implementation of Ideological and political work in Higher Vocational Colleges by continuously improving the quality of logistics service and strengthening the education attribute. Logistics service education should always adhere to the "three all" education goal of all staff education, whole process education and all-round education. At the same time, logistics should strengthen the communication between staff and students. Through the good communication between staff and students, we can finally
achieve the unity of thought and behavior in higher vocational logistics. Through the communication with the students, the ideological and political education in the logistics should be implemented on the students, so as to guide the students to correctly understand the logistics work, respect the labor achievements of the workers, develop the habit of loving labor, establish the glorious morality of labor, and realize the goal of serving and educating the whole staff. Higher vocational logistics should adhere to the idea that moral education runs through the whole process of education and teaching, guide the practice of logistics service education, implement the education, and ultimately realize the all-round development of students; morality, intelligence, physique, beauty and labor, so that students can form a correct outlook on life and values, and cultivate all-round talents for the great practice of socialism with Chinese characteristics in the new era.

3.2 Promoting the improvement of institutional quality and enhancing the ability of "service education"

We will carry out various forms of technical training and on-the-job training and learning activities, such as technical competition, teacher education, on-site observation, to improve the technical level and service ability of the staff. In recent years, the logistics team of higher vocational colleges has carried out a series of activities with the theme of "exploring craftsman spirit and improving comprehensive quality" in a planned and organized way, such as "comprehensive quality improvement year", "service quality satisfaction year" and "service quality improvement year", which has cultivated the team spirit of sincere unity, dedication, continuous improvement and service education.

3.3 Enrich the forms of logistics management services

For the student dormitory service mode, first of all, we can expand the content of student management, carry out activities on the basis of autonomy and autonomy, organize teachers and students in the field of student dormitory, establish teacher-student relationship, and ensure that each student dormitory and dormitory has at least one student dormitory. Second, regular inspection of student apartments administrative activities, let students participate in the daily inspection of residential buildings. Student groups regularly hold student workshops to collect their own opinions on housing management in terms of daily service, safety and cultural construction, and submit feedback to student housing authorities, so that they can have the opportunity to serve themselves. Some energy-saving activities can also be carried out. Finally, the logistics management service center can flexibly manage the arrangement of each accommodation unit, because some students are not active and tend to play, affecting other students who need to learn. So far, it is very important for students to apply for the relocation of accommodation facilities. The logistics management service center can jointly verify and provide services for the dormitory according to the actual situation.

3.4 Building high quality logistics service team

The management of modern colleges and universities will also become more modern and advanced. It is not easy to cut down trees and provide delicious food for students and teachers. Moreover, with the social progress and development of colleges and universities, higher quality logistics is needed. This includes, but is not limited to, work experience, expertise and political ability. Therefore, the logistics work in Colleges and universities must pay attention to improving the quality of logistics, improving the vocational training and political education level of logistics staff, helping the staff to establish a correct career development and sense of responsibility, recognizing the importance and necessity of work, and improving the quality of staff. At the same time, employees must actively participate in training and learning, so as to fundamentally improve the technical level and service concept of employees and lay the foundation for smooth logistics. As the back office staff, they should also actively provide services, constantly improve working methods, further simplify complex tasks, improve the host consciousness, and wholeheartedly serve the school's teaching and development services.

3.5 Improving the information level of logistics management in Higher Vocational Colleges

Introduce logistics information management expertise. Strengthen it training for back office staff, encourage offshore service departments to improve the comprehensive IT construction of back office staff and improve their computer operation ability. Improve the logistics information management infrastructure, improve the concentration of information points in higher vocational colleges, and solve the problem of interoperability of information points in Colleges and universities. Reasonable planning of the overall construction of logistics information, optimization of logistics information management infrastructure. It is very expensive to increase capital investment in logistics information management, improve the informatization level of school logistics management, provide a lot of funds, and build information. Therefore, universities and the government must increase financial support, build large data platform, and improve the information level of logistics management.

4. CONCLUDING REMARKS

To sum up, higher vocational colleges should establish a high-quality logistics management and service personnel, and through improving their professional level and academic requirements to integrate into the teaching objectives of education, and improve various management and supervision systems, so that teachers and management personnel can carry out all-round learning and moral education training for students, so as to promote the all-round development of students.

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Psychological Health Education and Coping Strategies of College Students in The Context Of COVID-19

Xin Li, Xinxin Li, Yunzhang Yu
Big Data College, Qingdao Huanghai University, Qingdao, China

Abstract: COVID-19 is a world-class health event, but also a stress crisis event, in order to prevent the spread of COVID-19, China has taken measures to stop work, and this also leads to panic and anxiety of school students, based on this, this paper studies the mental health problems of college students in the context of COVID-19, and ponders the mental health education strategy of college students under the background of COVID-19.

Keywords: Mental health; Irritability and anxiety; Distraction

1.INTRODUCTION
Since the outbreak of the New Coronavirus epidemic, people's freedom has been limited. They need to reduce their outbound activities and not travel long distances. Plans and actions to go abroad to work and play are also suspended. And this also increases the possibility of people's mental health problems, college students' mental health education problems have been widely concerned, need to adjust the focus of education, tend to pressure, self-control, debugging ability enhancement.

2.THE MENTAL HEALTH PROBLEMS OF COLLEGE STUDENTS UNDER THE BACKGROUND OF COVID-19
2.1 Students develop a bad mentality of anxiety and panic
All along, mental health education in Colleges and universities is an arduous task, and the demand is very urgent. In particular, the outbreak at the end of 2019 has greatly changed people's life, work and study. The most prominent problem is that people's "freedom" has been limited, which also significantly reduces people's quality of life, but also reduces people's social scope. As far as contemporary college students are concerned, they are in their youth, and social interaction is an urgent need for them. However, when the epidemic situation is very severe, students have to sacrifice their personal preferences, and the space for activities is greatly reduced. If the demand for freedom has to be suppressed, it is likely to "backfire" after a long time. It causes young people to experience a variety of psychology, so as to form the clear goal of mental health education, alleviate students' rising every day. Therefore, it is necessary to determine a clear goal of mental health education, alleviate students' panic and anxiety, and advocate students to actively participate in the online mental health education activities carried out by the school, so that students can be willing to study the knowledge related to mental health, Willing to experience a variety of psychology, so as to form the ability to adapt to a variety of psychology. The psychology of college students is not mature enough, and it is easy to have some wrong cognition. To carry out mental health education is to enable students to establish positive emotions and have firm beliefs in their hearts. In order to achieve the above goals, college counselors should organize students to carry out a variety of mental health education activities, effectively unify students' cognition,
emotion and will, so that contemporary young people's mind, body and psychology can develop in a healthy direction. In addition, college counselors should also effectively integrate the basic knowledge of psychology and mental health activities, so that students can fully experience a variety of emotions in the activities, and then have a profound understanding. Such mental health education activities are of great significance to contemporary young people.

3.2 Shift attention firmly to defeat COVID-19 confidence
Most of the psychological problems of college students are panic, so we should take the method of diverting attention to let students return to a relaxed state. To carry out mental health education, it is necessary to scientifically guide students to change their fear of the epidemic into scientific cognition of the epidemic, and guide students to actively take scientific and effective prevention and control measures, such as developing good personal hygiene habits and learning to take necessary protective measures, so that students can realize that as long as scientific prevention and control measures are taken, We will be able to overcome the epidemic and return to normal living conditions as soon as possible. Through this epidemic, the school's mental health leaders should also be good at guiding students, so that when they encounter major crisis events in the future, they can use the correct psychology to deal with them. They should not only achieve scientific protection, but also pay attention to maintaining a normal mind. They should not be too sensitive to major events or too panicked. For example, some students are too panicked, It is not advisable to assume that you are infected with the virus and show too strong psychological stress reaction when you feel a little uncomfortable [2]. Counselors in Colleges and universities should do a good job in this work, effectively divert attention, so as to help students effectively overcome this adverse psychological stress reaction. During the epidemic period, it is inevitable that some lawless elements, unscrupulous businessmen or ignorant people spread rumors in order to achieve ulterior purposes. In this regard, we should make students learn to obtain the corresponding information from the formal authoritative channels, so as to identify rumors and weaken the lethality of rumors. Some rumors are alarmist and exaggerated, which easily cause people's panic. Therefore, to carry out mental health education, it is necessary to ensure that students can not spread rumors or believe them, and can accurately identify the false news spread by unscrupulous we media. During the epidemic period, the people of the whole country unite as one, actively respond to the call of the country, there are also many heroic feats, these information can effectively enhance the confidence of students, and effectively resolve the psychological crisis of students.

4. CONCLUSION
Under the background of COVID-19, the mental health problems of college students are characterized by anxiety and panic, and lack of mental health education. In order to deal with the epidemic effectively, it is necessary to clarify the goal of mental health education, transfer attention scientifically, and strengthen students' confidence that the country can overcome the epidemic. In carrying out special COVID-19 mental health education activities, we should ensure that the teaching content is full and solid, effectively enriching students' emotions and improving students' personality.

REFERENCE
Abstract: Research on the innovation of college counselor student management college counselor is one of the indispensable key professions in every university. For college counselors, it is more important to carry out student management. However, with the development of the new era, the original student management mode of some colleges and universities is not suitable for the comprehensive quality development of students in the new era. Therefore, college counselors need to explore some innovative student management mode for student work. This paper studies the innovative methods and Strategies of College Counselors' student management for reference.

Keywords: College counselors; Student management; Work innovation

1. INTRODUCTION
Since the reform and opening up, China's economy has been developing rapidly, and people pay more and more attention to cultural education. In recent years, some private colleges and universities have been competing to establish, which laid the foundation for the cultivation of higher education talents in China. However, with the uneven quality of colleges and universities, many colleges and universities are not high enough to enter the entrance threshold, the comprehensive quality of students can not be guaranteed, which has caused some difficulties in student management. As a representative of the school, counselors should do a good job in student management to improve the image of the University.

2. THE IMPORTANCE OF COLLEGE COUNSELORS IN CARRYING OUT STUDENT MANAGEMENT
College counselors play a crucial role in the process of the student management in Colleges and universities. The students in Colleges and universities have not entered the society, many thoughts are not mature enough, and they will encounter some troubles in their lives. At this time, they need the counselors to guide them correctly, so that they have the correct outlook on life and values. The counselor can effectively help students solve some problems by the development of student management. Counselors can also transmit some ideological and political knowledge and future direction planning for students in the process of students management. This method can help to improve the ideological and political awareness of college students and make them have certain plans for the future direction of life.

3. THE CURRENT SITUATION OF COLLEGE COUNSELORS IN CARRYING OUT STUDENT MANAGEMENT
There are still some difficulties and challenges for college counselors in the process of student management. With the development of information technology, college students have become the main group of high-tech applications such as network and new media. Under the impact of the Internet and new media on college students, they gradually come into contact with some diversified knowledge and content. Many criminals spread bad cultural content through the Internet, which has a very adverse impact on college students whose world outlook, outlook on life and values are not yet fully mature. Many college students in contact with some pornographic, bloody, violent culture, appeared distorted psychology, moral sense became weak, formed a lot of wrong ideas, which brought great difficulties for counselors to carry out the work.

4. THE INNOVATIVE STRATEGY OF COLLEGE COUNSELORS TO MANAGE STUDENTS
4.1 Update the concept of student work
Counselors in the management of college students, should always pay attention to adhere to the "people-oriented" concept. The work of counselors is not only to impart cultural knowledge to students, but also to guide students' daily life through some ideological education. Because many college counselors are experienced and senior teachers, they also have rich experience in student management. This phenomenon easily leads to counselors' neglect of some hidden dangers in students' daily life. Modern young people are more active in thinking, and the traditional concept of student work is not suitable for today's situation. Therefore, counselors should update the traditional concept of student work, pay close attention to students' daily life and psychological trends all the time. Once they find small hidden dangers, they should find ways to solve them in time to avoid bigger problems. At the same time, counselors should not be too strict in the management of contemporary college students. They should give students full respect, trust and support, so as not to cause students' Rebellious Psychology and have a counterproductive effect [1].

4.2 Strengthen the construction of the class committee
The class committee is the Counselor's right-hand assistant in carrying out the student management work. An excellent class can not do without the support of a group of excellent class committee. Therefore, when counselors take over a new class, it is an important work to set up a class committee. Counselors can first solicit the students' suggestions, take the students who are willing to be counselors' assistants and serve the class as class committee candidates, and then select the class committee candidates with strong ability, strong sense of responsibility and high degree of recognition through the
way of public election by the students themselves to form the class committee. After the successful establishment of the class committee, the counselors can release the important decisions and notices of the school for the students through the class committee, so as to reduce part of the burden of the counselors. They can also understand the living conditions of some students through the side of the class committee, so as to discover the problems in the students' life in time and solve the problems in time. Counselors can improve the work efficiency of the class committee and provide good services for students by specifying the scope of responsibility of each class committee. Other students can also supervise the members of the class committee. If it is found that there are members whose morality does not meet the standards of the class committee, other students are qualified to put forward suggestions on the replacement of the class committee.

4.3 Pay attention to the management of students

Due to the uneven moral quality of many college students, and the fact that many college students are only children, they are spoiled by their parents and other relatives from childhood, resulting in some students' personality defects and becoming problem students. The existence of problem students will not only affect the atmosphere and image of the whole class, but also have a lot of adverse effects on their mental health. Therefore, counselors should strengthen the management of problem students. Counselors should increase their communication with problem students. They can care about them and give them some help. They can make friends with them and try to enter the inner world of problem students. Some students may have arrogance or inferiority complex because of their original family, and some students may have great psychological pressure because of their study. After understanding their true thoughts, counselors should conduct psychological counseling through positive conversation, so that students can have a healthy psychological world.

4.4 Establish a diverse communication path with students

If counselors want to have a deeper understanding of their students, solve their difficulties in time and serve them better, they should strengthen the communication with students. Counselors should change the way of communication with students according to the characteristics of today's young people, and establish a diversified way of communication. Today's network technology is more developed, young people prefer to use the network to complete some daily communication, the traditional face-to-face communication mode may make some students have a certain psychological pressure, leading to an embarrassing situation, so they are not willing to communicate with counselors more deeply, so that the communication results are unsatisfactory. Counselors can download some common chat software for students when communicating with students, and ask and care about students in daily way. It can also send some expression packs to students to ease their nervous psychology and embarrassed atmosphere, obtain the love and trust of students, and then enable students to open their hearts to communicate and communicate with counselors.

5. CONCLUSION

In a word, in order to do a good job in the management of students in the new era, counselors should fully understand the characteristics and interests of college students, and innovate the traditional management of students, so that the mode of student management gradually updates with the times. Counselors also need to pay close attention to the dynamic of students, better serve students, constantly strengthen the quality of students in university life, and shape good values for students.

REFERENCE

Research on The Current Situation and Promotion Strategy of Labor Education in Private Colleges and Universities

Mingtao Zhao, Zhao Gang, Lingxiao Zhuang, Chunmei Than
Architectural Engineering, Qingdao Huanghai University, Qingdao, China

Abstract: Labor creates value, and the course of human development is the course of labor evolution. The training of qualified socialist builders and reliable successors in the new era is inseparable from labor education. Private colleges and universities should improve the importance of labor education and perfect the labor education system. It is necessary to set up the assessment and evaluation mechanism of labor education, explore the ways of labor education, and improve the work system of moral education. Private colleges and universities should also cultivate students' spirit of diligence and thrift, carry forward the traditional virtue of loving labor, and lift up the Chinese dream with labor.

Keywords: New era; Private colleges and universities; Labor education

1. THE BACKGROUND OF LABOR EDUCATION
Labor creates value and transforms the world. However, the arrival of the new era does not strengthen the importance of labor. There are some problems among contemporary college students, such as ignoring physical labor, weak labor consciousness and vague labor concept, especially in private colleges and universities. The national medium and long term education reform and development plan (2010-2020) points out: strengthen labor education and cultivate students' love for labor and the feelings of working people. In March 2020, the CPC Central Committee and the State Council issued the opinions on Comprehensively Strengthening labor education in primary, middle and large schools in the new era. Labor education is an important part of socialist education system with Chinese characteristics, which directly determines the labor spirit, labor value orientation and labor skill level of socialist builders and reliable successors.

2. THE CONNOTATION OF LABOR EDUCATION IN THE NEW ERA
Labor education is an important part of moral education system. The first question of education is what kind of person to train. The new era has a new mission. While carrying forward the fine labor spirit, strengthening labor education should be based on the new era. The new era should educate people through labor, which endows the connotation of labor spirit in the new era.

2.1 The new era is the mission of labor education for students to grow up
Labor education can help students improve their life value, realize the unity of knowledge and practice, and practice the socialist core values. Strengthening students' labor education can transform their theoretical knowledge into achievements and transform the old kinetic energy into new kinetic energy. Practice has proved that college students can enhance their practical ability and form good practice habits by strengthening labor education. It is conducive to the cultivation of students' labor spirit, the realization of personal life value and the realization of the great rejuvenation of the Chinese nation.

2.2 New requirements of labor education in the new era
The new era requires labor education to have new meaning and scientific planning. Labor in the traditional sense is divided into physical labor and mental labor. In the new era, mental work and physical work should be carried out in parallel, so that students can play a professional role and cultivate workers who can adapt to the development of the new era and create a new era. The labor education program in Colleges and universities is scientifically planned and designed to teach students in accordance with their aptitude according to the characteristics of different students.

2.3 The mission of labor education in the new era
Improve the function of labor education, optimize and integrate the education platform, and deepen the research of labor education. Labor education in the new era continues to strengthen the education of students' correct labor concept on the basis of the original labor education. Colleges and universities should conform to the requirements of the times, integrate school resources and expand the platform of labor education. In depth study of labor education, promote labor education research deeper and progressive.

3. THE CURRENT SITUATION AND ANALYSIS OF LABOR EDUCATION IN PRIVATE COLLEGES AND UNIVERSITIES

3.1 The current situation of labor education in private colleges and universities.
3.1.1 Training base construction. In order to enable students to better apply what they have learned, some private colleges and universities have also expanded their training bases. Through the course practice in the training base, students can master the use of relevant skills. But this way faces a single group, poor practical ability and small audience.

3.1.2 Set up the post of working to help students. Work study program is the main form of labor education in Colleges and universities, so is private colleges and universities. Through the school logistics, canteen and other departments to provide the corresponding jobs, so that some students with family difficulties work in the post,
corresponding to get a certain amount of labor remuneration. This not only eases the students' economic situation, but also improves their labor enthusiasm. However, the setting of part-time jobs to help students is relatively small, which can not meet the requirements of labor education coverage in Colleges and universities, and a considerable number of students are embarrassed to participate due to their face.

3.1.3 Practice of volunteer service outside school. Off campus volunteer service is a platform built by the school for students, which aims to make students deeply understand and practice the core values through the practice of volunteer service. However, due to professional constraints, students' personal safety and other factors, there are not many opportunities for students to really participate in practice.

3.2 Problems of labor education in private colleges and universities

3.2.1 The concept is biased and the labor education is weakened.
In the daily education and teaching management, private colleges and universities pay attention to the teaching of scientific and cultural knowledge. For labor education, it only stays in physical labor and preaching, but does not excavate the value of labor education at a deep level, resulting in students only have labor theory but no labor skills.

3.2.2 The construction of labor education system is insufficient.
Private colleges and universities are not for the purpose of profit-making education institutions, there will be some deficiencies in the system construction, especially the construction of labor education system. The main reason for the problems lies in the lack of scientific and reasonable system in private colleges and universities, which leads to the failure of labor education to achieve the expected goal and provide a strong guarantee for the development of labor education.

3.2.3 Labor education lacks a scientific evaluation system,
Only with arrangements, implementation and evaluation can we really work hard. Without a scientific evaluation system, it can not guarantee the implementation of labor education, which has hit the students' lack of enthusiasm and initiative to participate in labor education. Only when the labor education is arranged, implemented and evaluated, can the enthusiasm of students be fully aroused, so as to give full play to the role of labor education in the education system.

4. COUNTERMEASURES FOR IMPROVING LABOR EDUCATION IN PRIVATE COLLEGES AND UNIVERSITIES
In view of the problems in labor education in private colleges and universities, the author thinks that these problems should be solved from three dimensions: family, school and society

4.1 Family dimension.
Family is the first classroom of life, and parents are the first teachers of children. In family education, parents should strengthen the education of Chinese excellent traditional labor culture. Parents should not only emphasize the study of scientific and cultural knowledge and ignore the education of children's labor culture. When students enter colleges and universities, parents should actively cooperate with the school to do a good job in students' ideological education.

4.2 School dimension.
Colleges and universities are the main battlefield for students to establish the three outlooks, and the establishment of labor concept also plays an important role in this period. Therefore, schools should clarify the purpose of labor education, improve the function of labor education, establish and improve the platform and research construction of labor education, and guide students to form socialist labor outlook and values with Chinese characteristics.

4.3 Social dimension.
Society is the first stop for students to go out of campus, so in labor education, social dimension education is also an important part of labor education. The local government where the school is located should combine the characteristics of the school and the linkage of various departments to open up new places for labor practice, such as participating in new labor service, intelligent service and voluntary service, so as to promote the deepening of labor education from the social level.

5. CONCLUSION
Labor education in the new era is an important part of cultivating talents with all-round development of morality, intelligence, sports, beauty and labor. Private colleges and universities occupy an important position in the education system, so it is an important part of the realization of three complete education to let labor education bloom in private colleges and universities. Standing at the historical starting point of the new era, centering on the fundamental task of establishing morality and cultivating people, the implementation of labor education needs the joint efforts of all student staff. Labor education in the new era should shape students' correct outlook on labor, improve their ability of labor practice, and let students bloom their youth songs in the Chinese dream of realizing the great rejuvenation of the Chinese nation.

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Present Situation of Tourism Souvenir Packaging Development and Design

Xue Bai
University of Jinan Quancheng College, International Institute of Education and Continuing Education, Penglai, Shandong, China

Abstract: Under the new situation, with the continuous development of social economy, people's lifestyle and consumption structure has been effectively changed. People's demand for spiritual and cultural life, leisure and tourism projects has also risen to an important level. The packaging design and development of tourist souvenirs not only need to explore the unique value of the products from the outside to the inside, but also need to explore the connotation of the local product culture, to maximize the integration of regional product industrialization and development. Human-oriented, innovation as the soul, research and development of packaging design innovation, to provide a good foundation for the development of tourism. Therefore, this paper first proposed the main problems to be explored, and then, combined with the current development status, targeted to develop a scientific development and design path.

Key words: Tourist souvenirs; The outer packing; Development and Design

1. PROBLEM PRESENTATION

With the continuous improvement of material and cultural level, people begin to pay attention to the increase of spiritual and cultural life, and the consumption demand for leisure and entertainment has risen to an important level. China has a long history and culture, rich resources and numerous nationalities. In different regions, they all show their own unique advantages. In the process of implementing the development and design of the outer packaging of tourist souvenirs, relevant personnel are needed to adhere to the main ideas of the Scientific Outlook on Development, make reasonable overall planning, combine local characteristics with the tourism industry, and maintain a sustainable development path [1]. Tourism is developing in full swing throughout the country. Only by combining the local cultural landscape with the green natural landscape can we effectively promote the development of the industry. As a typical example of tourism souvenir packaging design innovation and development, packaging not only needs to enrich the connotation of the industry, but also needs to maintain the extension of external space, expand the development of corresponding tourism projects, and improve the cultural taste of color tourism souvenirs. On the basis of "personality" and particularity, it attracts the attention of consumers and arouses their purchase desire by combining with their psychological characteristics [2]. From another perspective, is in the packaging design, to give their own "characteristics", to create a unique packaging, in the field of packaging "leading the way". In view of this, how to base on reality and innovate the development and design of the outer packaging of tourist souvenirs? Under the current situation, many scholars need to explore the main content.

2. DEVELOPMENT STATUS OF THE OUTER PACKAGING OF TOURIST SOUVENIRS

With the development of social economy, people's way of life and thinking have been raised to a very high level. Most tourists have the psychology of "impulse consumption", but in order to lock good memories and perceive different human feelings and characteristics, they turn their attention to "characteristic" tourist souvenirs. However, in the process of practice, we can see, first of all, the similarity. The packaging design of most tourist souvenirs is not customized according to the differences of consumers, but implemented in the same batch production. In addition, the modeling is general, the material is not very good, and the design is relatively mediocre. It does not express the innovative idea and uniqueness, and even does not explain the local cultural connotation. Secondly, the lack of regional characteristics. When tourists are in scenic spots, in the process of selecting tourist souvenirs with local regional characteristics, they are basically buying the products that they first "find" [3]. When designers innovate the outer packaging of tourist souvenirs, they basically establish the internal attributes of souvenirs, and the extension highlights the internal taste. In addition, the packaging is too simple, and there is a serious lack of innovative ideas. Many souvenirs even have no outer packaging, and they are "shirtless". In addition, we can also find some small souvenirs with local characteristics. Although they are deliberate in workmanship and special in shape, the boss gave them a red plastic bag at the time of purchase. When seeing this kind of situation, the image of tourist souvenirs will be lowered in an instant. In addition, tourism souvenirs are single in shape, similar in material, backward in technology and lack of high-quality products. Designers have weak awareness of packaging, lack of brand awareness, lack of regional cultural characteristics, unclear design positioning, and lack of innovation awareness [4].

The specific performance of souvenir packaging design, first of all, is to protect the function of goods. For example: bottle packaging design, in general, are the use of glass materials with good sealing performance, or ceramic materials. The outer packing can be made of materials with good resistance. Appropriate packaging plays a protective role in the clothing, storage and transportation of goods, and protects the goods in a complete state under...
various emergency situations. Next, it is convenient
circulation function. Packaging design, the need to be
based on the people-oriented, close to the public life,
minimize the distance between goods and consumers,
 improve purchasing power, enhance dependence. After
that, beautify the function. At this point, it is necessary to
combine the actual situation, to give the packaging with
vitality of regional characteristics. Seize the psychology
of consumers, establish the aesthetic standards of different
groups of people, shape different types of packaging
design. Improve use and economic value for different age
groups. Next, you need to have a sales function. That is to
say, after the "decoration", it is necessary to arouse the
resonance of consumers, achieve the construction purpose
of integrated sales, and lay a good foundation for future
development [5]. Finally, the rights protection function.
Qualified packaging design, with serious legal effect,
consumers can use these, to protect their legitimate rights
and interests. In the process of packaging design of tourist
souvenirs, it is necessary to maintain the principles of
safety, convenience, beauty and environmental protection.
3. DEVELOPING AND DESIGNING THE OUTER
PACKAGING OF TOURIST SOUVENIRS
3.1 Improve brand concept and build brand image
In essence, if you want to leave a "good impression" on
consumers, you need to position these products reasonably
and present them to the public in a real way. For example,
when implementing the design of red tourist souvenirs, it
is necessary to integrate history into it and convey a sense
of dignified atmosphere to people. With "Chinese red" as
the basic tone, and the collocation of yellow and black is
small, using the way of lotus to balance the color. The use of
Ye Genyou running traditional font, clear need to sell
products, so that everyone at a glance. And increase
consumer positioning, successful packaging designers,
can be in the shortest possible time, will attract customers.
From the physiological characteristics of different stages
of consumer groups, find suitable for the psychological
consumer groups of "seeking differences". The external
packaging development of tourist souvenirs needs to
record consumers' good second publicity on the basis of
local cultural connotation. In the promotion of brand
concept of thinking, take into account their own other
factors. For example: Lhasa area, is on the basis of
concrete, in the packaging of a distinct brand logo.
Personalized packaging, perception of different brand
positioning. Moreover, the effective processing of Lhasa
this holy land is reflected and conveyed to consumers. In
addition, under the vision of "Plateau Pearl", we need to
better meet the needs of consumers, improve the effect of
publicity, help us form a tourism industry chain, improve
packaging design, and increase optimization and
exploration.
3.2 Form an effective game
To a certain extent, the development of the outer
packaging of tourist souvenirs is mainly to combine the
artistic and practical value, enhance the corresponding
innovative construction, and maintain a reasonable
development path. First of all, the souvenir itself is the
accessory of the souvenir, and can highlight the value of
its own existence, reflecting a high practical value. In the
general expression, many designs will be attached to the
souvenir, and maintain good artistic value, maintain good
functional construction. Tourist souvenir packaging need
to reflect their own beauty, and show strong regional and
cultural features, find belongs to own unique artistic
properties, meet consumers sensory appeal, in the case of
not divorced from souvenir itself, the integration of ideas,
give different strategy map, find the client connotation,
and the use of the natural landscape, Attract more
audience, enlarge economic benefit, maintain social
benefit.
3.3 Combine national culture with modernity
For the tourist souvenir packaging, is not a simple
commodity, mainly to see the tourist attractions to
increase publicity, and carrying more meetings. In the
implementation of tourism souvenir packaging design and
development, it is necessary to upload the main ideas of
the scientific concept of development, the national
customs and cultural characteristics of each other, to lay a
good foundation for the future development. In addition,
we also need to use the way of packaging design to
combine national culture with modernization and erect our
own national brand. To strengthen innovation, we need to
establish advanced thinking concepts, maintain advanced
technology and production methods, express different
shapes and meanings, and find a multi-fusion point in the
use of traditional culture, rather than piecing together a
single element. It is necessary to increase consumers' sales
of tourist souvenirs and improve their love for local areas
from several perspectives such as ethnic customs,
historical culture and educational significance.
3.4 Cultivate high-quality talents
The innovation of tourism souvenir packaging design also
needs to integrate the idea of environmental protection
packaging, including green paper packaging, biodegradable plastic, edible materials, etc. Serialization
packaging, the need for unity of style, diversity and font
unity. Interesting packaging, mainly emotional packaging,
interesting packaging. "Moderate" packaging, "moderate"
is not equal to "simple", need to be close to nature, people-
oriented, "tailored" design for consumers. Therefore,
development and design of the outer packaging of tourist
souvenirs cannot be separated from the help and
promotion of talents, and the current packaging design has
put forward higher requirements for talents. On the basis
of talent training, it is necessary to combine their own
actual situation and establish relevant art design majors
according to the demand of the local market. Moreover, it
is necessary to make clear the training plan of professional
talents, establish the professional education concept and
establish the hierarchical design method. It is not only
necessary to carry out a reasonable investigation on the
packaging of local tourist souvenirs, but also need to
increase interaction and communication, and enhance the
overall design level of the industry.
4. CONCLUSION
With the progress of society, in the design and
development of tourist souvenir packaging, it is necessary
to break through the traditional design thinking mode and

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show high commodity value and artistic value. On the basis of systematization and standardization, purchase needs and aesthetic preferences are analyzed to find active and fresh elements, enhance the use of popular elements, and improve the artistic value of tourist souvenirs. In essence, on the basis of people-oriented, the integration path of commemorative, practical and artistic should be enhanced to lay a good foundation for the future development of local tourism and play a strong role in promoting it.

REFERENCE


Exploration On the Transformation of Modernity in The Old City Streets and Alleys

Yixuan Liu
Chongqing Metropolitan College of Science and Technology, Chongqing, 402167, China

Abstract: The street space of the old city is more as a living space rather than a traffic space, so when people and activities return, the revitalization of a block begins. The revitalization of the block needs a kind of cultural vitality, which not only comes from the continuation of the regional context, but also from the collision of different cultures. Today under the globalization, the street space propulsion of modernity makes the old block itself insufficient regional context and gradually weakened, lead to take a "one size fits all type of push old new" technique to reconstruct modernity, this "big demolition to build" led to the destruction of the old city texture, city and local context, the loss of memory, This has also become the greatest contradiction between modernity and regionalism. However, in the process of realizing the modern transformation of the old city street space, we should realize that in the background of globalization, regionalism and modernity can be "multi-complementary". It can be said that globalization should bring about the revival of new regionalism. Therefore, taking a more reasonable way to realize the modern transformation of the street space in the old city, so that it not only highlights the reasonable way to realize the modern transformation of street space in the old city, so that it not only highlights the regional culture: regionalism and modernity, but also conforms to the modernity, is worth exploring, and has a very realistic guiding significance. This paper discusses this.

Keywords: Globalization; Regionalism; Modernity; Old city street space; Modernity change; Context

1. THE REGIONALISM OF STREET SPACE IN THE OLD CITY
As the spatial carrier of regional culture, the street space of the old city bears not only the life mode, the local context, but also the historical memory of people living here. Heidegger once pointed out that the regionalism of architecture, rather than space, has the primary significance. Although the so-called "regionalism" is often reflected in the external form of architecture, it should be more and first reflected in the value orientation of culture. The distinctive things in regional architectural culture that make them different from other cultures are the special ways naturally obtained by people in a particular region and culture when they build their own living environment according to their life style, cultural background and natural conditions. The "streets and lanes" formed in this regional feature, which at first simply connect the traffic between the two destinations, constitute the spatial texture of the city. After years of slow transformation, the space has gradually formed, and assumed a certain use function and began to have a certain "regional culture".

2. THE REPRODUCTION OF THE OLD STREET SPACE AS THE CARRIER OF REGIONAL CULTURE
In his book The Street of Man, Rudolfsky said, "Streets do not exist where there is nothing, nor can they be separated from the surrounding environment. The street is the matrix, the chamber of the city, the semi-fertile soil, the breeding ground. Streets are streets because they are along buildings. Sky-scrappers and empty Spaces can't be cities. The street space is made up of scales, interfaces and physical images that are perceived." Therefore, the modern transformation of street space is the key to stimulate the vitality of the whole old city.

Streets have important place significance in the city, and they come from history, architecture, urban landscape and other aspects of a special regional environment atmosphere. The most important quality in the transformation of modernity is to respect the context and highlight its regional cultural characteristics. Therefore, it can be discussed from the following methods in order to provide some valuable references and ideas for the reproduction of the old street space as the carrier of regional culture:

2.1 Preserve the historical context
With the progress and development of the society, under the inevitable trend of "pushing the old and building the new", the historical context is gradually lost, so "preservation" is imminent. The so-called "preservation" refers to excavating and touching the connotation of the historical context and the marginalized regional culture that has been gradually forgotten. By excavating these memories, and restoring similar space in the original site, the place, at the same time, injecting new functions to evoke a modern memory and new experience of the past. In this way, we can restore the confidence of local culture and self-identity, so as to realize the value of regional culture.

2.2 The shaping of regional space and culture and the construction of modern life
Through the reappearance of regional culture and historical context, the material space of the old block is reshape, and the meeting point of modern life and regional culture is found to create a new modern life style, thus forming a modern space language with local characteristics. The old blocks should be injected with new functions, not rigid adherence to the past, and new industries should be used to become the new support point for the revival of street economic activities. And the remodeling of the image of street material space will undoubtedly become the catalyst to attract economic activities.

2.3 Remolding of physical space structure
The continuation of the landscape features and the
material space of the street is the concrete expression of the block texture and the characteristics of the context. The interface is by far the most important element. The interface provides a sense of 'place' and 'time' and establishes the physical spatial character of the street. Therefore, in shaping the physical space of streets and alleys, the first and most important thing is to keep the original spatial pattern of streets rather than destroy it. However, although some blocks have relatively intact regional spatial pattern, at the same time, their interfaces still shoulder the cognitive function of the street, forming street life, giving people an impression and evoking people's memory. In view of the obsolescence and aging of its physical space, the following strategies are proposed in terms of interface, architecture, node and space level:

First, repair. The block needs continuity both visually and in historical context. In view of the dilapidated and aging interface, it needs to be renovated to achieve aesthetic value. Therefore, in the renovation and repair of the material can be used to continue and strengthen the original inherent material, continue the context at the same time emphasize and highlight style characteristics. As the bottom interface of the street, the ground is the one that people have the closest contact with. It prevents people's activities, divides the street space domain and strengthens the visual effect of the landscape. Therefore, the concrete floor, which has already affected the aesthetic value, is laid with local stone and brick materials to reflect its regionalism.

Second, perfect. For buildings with good architectural features and main structures, but not suitable for modern life, the original building structure should not be moved, the historical appearance should be maintained, and the original features should be repaired. The key is to transform the interior of the building, configure water, electricity and sanitation facilities, and improve the internal facilities.

Third, the substitution. The main structure of some buildings is well preserved, but the loss of the original function requires replacement of new functions to improve the vitality of the block. The basic structure of the buildings should be maintained here, and the vacant buildings should be integrated with the surrounding buildings, and the vacant buildings should be used to solve practical problems and improve their functional use.

Fourth, refactor. That includes demolition and addition. Due to the restriction of land use planning in the past, there are few open Spaces in the old blocks. Therefore, a small open space is formed by demolishing the general buildings which are in great conflict with the overall style and the buildings with poor construction quality. Linear streets and open space interspersed with each other, to achieve "line" and "clumps" space these two kinds of transformation, and freedom of spatial pattern formed when closed, the sequence of space, so as to make people experience more rich, the most important is open space provides a accommodate positive space, gathered popularity, and promote exchange activities. At the same time, a new group of cultural buildings should be built according to the original spatial texture to restore and supplement the street skyline. The new buildings should respect the context in terms of scale and scale, and form a group of buildings suitable for the terrain with low-rise overhead, rooftop view and greening vegetation, reflecting the juxtaposition technique of regionalism with modern temperament. The space of the original building along the street can use the gray space to expand the business scope as far as possible, enrich the street space, and at the same time, form a friendly commercial atmosphere.

Fifth, node reconstruction. From the visual center, spatial rhythm, activity places to create node space. For example, the tall trees in the block are not only the visual center of the landscape, but also have a certain historical memory. Through the node landscape and the surrounding landscape, a large public node space can be formed in the center of the block, which not only infuses a new cultural function but also forms a spatial rhythm in the continuation of the visual effect of the street.

2.4 Remolding the social structure of the old blocks
On the one hand, the material space of the old blocks needs to shape a new image; on the other hand, the old functions can not fully meet the development needs. So new features are needed to revive the economy. The old city should take advantage of the tourism and cultural resources with regional characteristics and implant the functions of tourism commerce, cultural entertainment, catering, reception and so on. Therefore, it can be reshaped from the following aspects:

First, the street's "sense of place is partly derived from its original functional features". Therefore, through the remodeling of the physical space image, the characteristic tourist commercial pedestrian street is formed and vehicles are prohibited. The ground floor space on both sides of the building is for commercial shops, while the upper part of the building is still for residential functions. Maintaining the original local social structure within the street gives it the same flavor and vitality of street life at a time when there are fewer tourists.

Second, inject new functions to make the street functional diversity. Jane Jacobs believes that the street can be animated by the overlapping and interweaving of various functional activities. The first is to implant the tourism reception function; the second is to inject the cultural and leisure function, so that it can be combined with the regional cultural experience and tourism and leisure function to provide a new public activity and business space. Through the old buildings, the memory, historical culture and architectural form of the local people are excavated, and the theme of local characteristic culture is emphasized. The new buildings, which still maintain the continuity of the overall form of the street, show the new functions and provide people with a variety of ways of experience.

Third, build slow pedestrian "blocks". The transformation of modernity in the old blocks should also be the transformation of people's healthy life style. Streets and side alleys should be designed as walkable Spaces at a human scale. For the city, these small walking Spaces are suitable for the continuous development of people's
communication and economic activities, and are more suitable for the long-term development of the old city under the limited land use.

Fourthly, by injecting new functions into the development of tourism industry, it can not only improve residents' lives, but also increase material wealth and economic benefits for the street, which contributes to the vitality of the street. This is also a manifestation of the hematopoietic function of the block to achieve social value and economic value.

2.5 Reshaping the space to represent the spirit of the place

A place is "a whole composed of concrete things that have the essence, shape, texture and color of matter." It is the space in which life takes place and has its identity; It's a place that people know, are familiar with and identify with. The new space formed through the reappearance of place spirit enables traditional and regional culture to express a new regional value containing the meaning of modern life. This is to create a kind of cultural vitality, economic value and social value for the development of regional tradition.

3. CONCLUSION

By remolding the material space and building the social structure and life, the old block shows a new value of the block dominated by different regional contexts. This new value includes the regional culture of the block and the city. In the historic block, the pedestrian-oriented street space constitutes the new street life of people. The local memory of the street formed by the old buildings continues to juxtapose with the new buildings, forming new traditions. This tradition, as a living existence, enriches people's lives, and this "new tradition" brings not only cultural value and social value, but more importantly, the economic value that supports other values. Therefore, its importance is self-evident. Regional cultural protection does not mean rejecting development, nor does it mean blindly preserving all cultural landscapes. However, for those places bearing some strong feelings, collective consciousness and historical memory, they must not be abandoned in urban construction. The essence of protecting regional culture is to reproduce the spirit of place in cultural landscape.

REFERENCE

Abstract: In the physical optics, information optics has an important position, it is in the computer science and other disciplines under the fusion, the formation of a new discipline, it belongs to the key component of information science. Combining with the characteristics of information optics, optical information science and related knowledge of information optics for reference, because of the curriculum of information optics, related theoretical knowledge is very complex, and it is not easy to understand, the experiment operation and standard is very high, in which will also apply to many mathematical formula, the article respectively from teachers set the teaching contents, building experimental platform, It also discusses the use of computer to carry out simulation optical experiments and provide auxiliary expenses. It also analyzes the integration of campus, campus and Internet resources to help students better understand the application of information optics in physical optics, in order to provide reference for people concerned.

Key words: Information optics; Simulation optical experiment; Physical chemistry; The experiment platform

1. INTRODUCTION
Based on the background of global economic integration, information plays a very critical role in modern society. For information, it can replace energy and material resources and is conducive to the innovation of people's economic income sources. There is a close relationship between information science and information technology, and they cannot be separated. In recent years, with the development of photoelectric information, it has been widely used in scientific research and social development. With the continuous development of the information age, optical information has been produced on this basis. It is mainly used in optical fiber communication and optical information storage, and has a large range of use. The development of optical information can promote scientific and economic progress. Information optics, a key component of information, is a new discipline formed by the integration of computer science and other disciplines, and an important component of information science. It is helpful to promote the progress of optical fiber communication and optoelectronics. Based on this, the article carries on the following inquiry, for reference only.

2. SETTING OF INFORMATION OPTICS
For the curriculum, optical information before teaching, physical specialized student has to understand the physical knowledge of optical, diffraction of light and the principle of optical instruments, for example, when to learn this course, students have mastered the content of modern optics, but of course the transfer function and the information processing such as lack of understanding of knowledge, Even less is known about optics such as the Fourier transform and the Adama variation. In view of the knowledge contents listed in the above, in the design of teaching content, teachers should be based on basic theory knowledge, apply the theoretical knowledge with the organic fusion, in the process, also should fully consider the development of the theory and technology, so that students in the use of physical discipline, can increase interest in photoelectric information. When teachers explain the basic knowledge of information optics, the content of two-dimensional linear system, such as trigonometric function and rectangle function, should be included. In this regard, teachers should focus on the operations that physics major students do not understand, such as convolution and Fourier transform. Through the teacher's detailed explanation of optical imaging system and transfer function, students can better grasp the information optics content. For teachers, they should conduct research with relevant personnel to explain the knowledge content such as optical holography and spatial filtering, so that students can understand the role of information optics in modern science and technology. The study of these knowledge content will help students deepen their understanding of photoelectric information. Through scientific research, students can better learn information optics, and help students to expand their thinking, using physical concepts to build mathematical models, and then by editing computer programs, the corresponding experimental demonstration.

3. CONSTRUCTION OF EXPERIMENTAL PLATFORM
Courses of information optics, the outline is relatively abstract, to this, it puts forward the higher request to the student, should have strong ability of logic, in view of the information optics teaching, teachers can not simply talk, should change the original mode of classroom teaching, how to carry out the corresponding experimental operation activities, in order to better knowledge of information optics physics majors, If teachers still use the traditional teaching mode, in view of the students who have certain resistance of information optics, the teacher is difficult to achieve the expected teaching effect, therefore, teachers in the process of classroom teaching, experiments should engage in more activities, but for applied physics, the experimental equipment is not enough is enough, if do not have the corresponding experiment equipment, Therefore, it will be difficult to carry out relevant experimental activities, which has a great
limitation. For teachers, when carrying out experimental activities, they should also select some representative optical information experiments, so that students can better learn relevant content. With relatively simple equipment, students also can undertake simple experiment operation, such as spatial filtering, for its characteristics to carry out the corresponding experimental operation, lets the student personally experiment operation, help them to better understand the relevant contents of teacher says, at the end of the experiment, get the corresponding results, students also can produce a certain sense of accomplishment, It is helpful to enhance their interest in information optics and encourage them to actively learn information optics. For the experimental operation of photoelectricity, students can also apply it in life. Compared with simply learning physics knowledge, the teaching content is more practical and has a higher practical value.

4. STRENGTHEN COMPUTER-AIDED EXPERIMENTAL OPERATION

For information optics, physics experiment operation, introduced in the teaching process, due to problems such as insufficient experimental equipment by certain restrictions, if only for a few simple experimental operation, it will be hard to deepen the impression, students can increase their understanding of information optics, in addition, when making optical experiments, has a higher request, for students, They also often fail to meet the relevant experimental requirements. Therefore, the teacher can make full use of computer equipment to carry out the simulation activities, let the students to carry out simulation and optical experiment, with the help of computer is beneficial to their more intuitive to see the experimental results, and further deepen the understanding of theoretical knowledge, but also in the process, is conducive to better solve the problem of optical comparison that exist in the abstract. By means of the numerical simulation way, can let students to better understand information optics, can't use language to describe, at the relatively abstract physics problem, can be presented, using the computer using the computer to carry out simulation and optical experiment, can put the original are abstract problem become more vivid, image, and still can make the experiment process and the result more clear, Can let students at a glance, and then skilled use of the relevant knowledge content.

5. CONCLUSION

To sum up, the teacher should scientific design of teaching content, to help students build a experimental platform, actively use the computer to carry out simulation and optical experiment, provide support for information optics teaching, campus off-campus and integrating related resources on the network, and help students better understand the content of information optics, in-depth analysis and discussion to its, and use in physical optics. For the relevant departments, the teaching of physical optics should also be reformed accordingly, so as to improve the employment probability of students in this major, cultivate excellent talents, and further promote the development of science and technology in China and make some contributions to it.

REFERENCE

A Study on Student Management of Sino-Foreign Cooperative Education Majors from The Perspective of Ideology Security

Xiaotong Wang, Yanfeng Yin
Shandong Polytechnic, International Exchange School, Jinan 250104, Shandong, China

Abstract: Along with the growing strength of opening to the outside world and the deepening of education reform, the pattern of Chinese-foreign cooperation in running schools in our country also obtained fast development, because of the difference of Chinese and western culture, so it's in student management will also have certain differences, therefore, the school related management personnel should be according to the actual situation of students make scientific management strategy, At the same time, the concept of safety perspective under ideology should be reflected to ensure the healthy growth and sound personality of students. Based on this, the paper mainly studies the current situation of the management of students in Sino-foreign cooperation in running schools from the perspective of ideological safety, analyzes the existing problems, and puts forward strategies to optimize the management.

Key words: Ideological Security; Chinese-Foreign Cooperation In Running Schools; Professional Student Management

1. INTRODUCTION

Chinese-foreign cooperation in running schools, just as its name implies, it is by Chinese institutions and foreign institutions legally set up a comprehensive colleges and universities, the main location of the school also in China, the recruit students object is mostly Chinese citizens, it aims to develop the international vision, stronger comprehensive ability of high-quality talent, so their education system is different from ordinary universities, Therefore cannot copy the ordinary university teaching system, with China's rising international status, the form of chinese-foreign cooperation in running schools also gradually got the attention of more and more people in the society, and in order to improve the quality of its education whole, is the student to carry on the scientific management, it is also an important content of ideologically make students make scientific management strategy, At the same time, the concept of safety perspective under ideology should be reflected to ensure the healthy growth and sound personality of students. Based on this, the paper mainly studies the current situation of the management of students in Sino-foreign cooperation in running schools from the perspective of ideological safety, analyzes the existing problems, and puts forward strategies to optimize the management.

2. MAJOR CHALLENGES FACED BY THE MANAGEMENT OF STUDENTS IN CHINESE-FOREIGN COOPERATIVE EDUCATION PROGRAMS

2.1 Students' ideological and political education faces great challenges

Chinese-foreign cooperation in running schools students before enrolling in the widespread concern of international schools, so the idea is also relatively more advanced, after entering the school, because of the influence of the atmosphere and school curriculum, students will learn more knowledge of international, so it is relatively broad vision, at the same time, western political thought is also easy to gradually influence the student's values, This kind of value will affect students' practical behavior. As students are in the stage of learning, they will actively or passively accept different ideologies from China and the West every day. Therefore, they have a more diversified understanding of the society, and therefore have higher requirements on students' political and moral accomplishment. The school bears an important responsibility in this regard.

2.2 Students face great challenges in academic pressure

China's Ministry of Education stipulates that the courses and teaching objectives of foreign institutions should not be lower than the standards of their home countries for awarding students a bachelor's degree or above, while for awarding Chinese and Western double degrees, the courses offered should include all the courses of China and the West. Therefore, the courses offered by the Chinese-foreign cooperative schools are relatively diverse, which increases the burden of students to some extent. On the other hand, the scores of Chinese-foreign cooperatively-run schools are reduced correspondingly, so the students of their majors have a relatively poor foundation, which increases the difficulty of their study accordingly. Finally, in addition to basic courses, students also have to learn many cross-language cultural courses. There are some differences in teaching methods between Chinese and foreign teachers, which further increases the learning pressure of students.

2.3 The management of student affairs faces great challenges

Student affairs management faces great challenges mainly from two aspects, one is from the characteristics of students' source of students, the other is from the differences of students' career planning.

First, students majoring in Chinese-foreign cooperation in running schools have relatively good family conditions, so their ability to bear hardships is relatively poor, and their ability to deal with life events is also relatively poor, and they are easy to lose confidence after setbacks, so it is relatively troublesome to manage.

Secondly, there are two contrasts in career planning among students majoring in Chinese-foreign cooperation in running schools. One is that students have a clear plan for their future and work hard to learn foreign languages
and professional knowledge, so that studying abroad will no longer be a problem. And the other kind do not have their own career planning, many are relying on their family conditions to get a degree certificate here, so this also brings a lot of trouble to the student administrators.

3. MEASURES TO OPTIMIZE THE MANAGEMENT OF STUDENTS MAJORING IN CHINESE-FOREIGN COOPERATION IN RUNNING SCHOOLS FROM THE PERSPECTIVE OF IDEOLOGICAL SECURITY

3.1 Ideological and political education: comprehensively explore the construction of the ideological and political education model integrating "learning, thinking and doing"

For the management of students in Chinese-foreign cooperation in running schools, we should first pay attention to the ideological and political education, always adhere to the education mode of "what is", "why" and "how to do", so as to form a correct ideological value, so as to correctly view all kinds of study and life problems, and then guide the practice.

When undertake to the student ideological education, should pay attention to the ideological and political this course first, to make it play a real role, the teacher must elaborate design plan and goal of the course, to make it effective in combination with the actual situation of the students, let students construct their own values from the deep heart's core, so as to continuously improve their accomplishment, And then in the study constantly set up their own learning goals and life goals.

It is important to note that to strengthen the ideological and political education, should not only pay attention to the development of its political literacy, also should pay attention to the cultivation of their moral cultivation, the ideological and political education and moral education through the teaching of every subject, but also pay attention to the cultural differences between Chinese and western, can draw lessons from excellent culture of the west, but don't forget their mother culture.

3.2 Study style construction: comprehensively explore the construction mode of study style with the linkage of "teaching, learning and management"

"Teaching, learning, tube" linkage of the construction of study style is a relatively scientific management mode, it is the student as the center, the quality of learning throughout the whole process of a kind of management model, starting from the three dimensions, namely (Chinese and foreign teachers, students, management, student management and teaching management), and then according to the state of students' academic implement effective linkage.

Overall, the construction mode which is based on the classroom teaching, to enhance students overall learning effect as the ultimate goal, pays attention to student learning outcomes assessment, on the basis of the ascension process to the student assessment, using the current big data analysis, build students' learning resource, improve students' professional and scientific management, Then enhance the enthusiasm of students to participate in the class.

The construction mode of the linkage of "teaching, learning and management" of the style of study can be started from the following points:

3.2.1. Pay attention to sharing information at the beginning of the semester.

3.2.2. Strengthen the common management of the teaching process.

3.2.3. Establish linkage management based on academic data.

3.3 Student development guarantee: comprehensively explore and construct a student development guarantee model based on student status data

Chinese-foreign cooperation in running schools in colleges and universities should set up about the state of the students observation system, to analyze the students' study and life, not only to each student's data, but also with the group of the relationship between data and between groups and groups of data, and to quantify and analyze these data to some risks in anticipation in time, To carry out rapid and targeted education, and then better safeguard the development of students. School administrators can start from the following aspects:

3.3.1. Focus on collecting dynamic and normal data of students, such as their family situation, physical health, life planning, mental health, new media social interaction, etc.

3.3.2. Establish a data collection platform for students' status.

3.3.3. Conduct quantitative assessment on students' data plus status, and set key screening part as control points.

3.3.4. Regularly summarize the data of students' status, and establish a research and judgment mechanism with the help of information technology.

4. CONCLUSION

Ideology security under the perspective of chinese-foreign cooperation in running schools model is with the constant reform of education and the emergence of a new talent training mode, the mountain in a certain extent can be said to be a kind of innovation of traditional colleges and universities, can cultivate comprehensive talents, but on the other hand is also put forward higher request to the related management personnel, should pay attention to the students' ideological education in the management. We should also pay attention to the teaching process, and finally, we should timely prevent risks. Therefore, from the perspective of ideological safety, managers should constantly innovate management methods to comprehensively improve their management level.

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Discussion On Stratification Technology In Computer Software Development

Dawei Yin
Laiwu Vocational and Technical College, Laiwu 271100, Shandong, China

Abstract: With the rapid development of information technology today, the complexity of network environment has been promoted more. With the rapid development of science and technology, the demand for the use of computer functions is constantly improving. For computer system, the function will be affected by their own software, in order to let people in the use of computer can be effectively meet all the requirements, you need to start from the software of computer, only for computer software development have enough innovative and progressive, to go to meet those needs.

Key words: Computer; Stratification technology; Software development

1. INTRODUCTION
Since entering the 21st century, the progress of economic strength has promoted the rapid development of science and technology. Driven by the rapid progress of computer application technology, computer software has also accelerated the progress of upgrading. The traditional computer software development generally adopts the two-layer structure system, but in the process of development, the multi-layer structure is replacing the two-layer structure to become the mainstream development means now. Layering technology has been widely used in the field of computers. The popularization of layered technology brings higher flexibility to the development of computer software, and continues to progress in the process of perfection and application, and the function becomes more perfect. Not only can the defects in the process of computer software development be effectively solved and filled, but also the function of the software play more thoroughly.

2. THE ROLE OF LAYERING TECHNOLOGY IN SOFTWARE DEVELOPMENT PROCESS
Layering technology as computer software all levels in order to better solve the dependencies between, guarantee flexibility and reliability of the software on the computer to run time, can promote the success of the software structure and the development of technology, the technology has solved the traditional single layer, and using multi layered, multi-function technology to solve the problem of dependence on computer at all levels and dependent.

In computer software development process, reasonable and scientific use of layered technology, can let the computer software for effective extension, can complete according to the requirements of the software of the computer system decomposition, let the computer software, which can be one of system function layer or associated. The layered technology can also be used to improve the efficiency of software development as well as the reliability and stability of the software itself. During the development of computer software, using computer system as the basis for transformation can greatly reduce the time of software development and improve the quality of new computer software. After applying layered technology to computer software development, the level of automation of software development can be improved.

3. THE APPLICATION OF LAYERED TECHNOLOGY IN THE SOFTWARE DEVELOPMENT PROCESS
In order to meet people's increasing demand for computer application performance, computer software development has been constantly improved and updated, layered technology is created in this environment, and because of the needs of the environment and its excellent functionality has been widely used. From the use of double-layer structure instead of single-layer structure, to the present three layers, four layers, five layers of rapid development and application, are the crystallization of our technical personnel's hard work.

3.1 Double layer structure application
The development efficiency of computer software determines the market share of software. Faster development speed and more stable operation effect can make the evaluation of software become the mainstream in the market [1]. The development technology of the two-layer structure has greatly changed from shortening the development time to improving the development efficiency.

The technology of two-layer structure itself is composed of two points: the interface of software users and the client server receiving and transmitting information. After the user makes actions requiring the client to process logically with the interface, the two-layer structure technology needs to integrate the received information. So in the development of computer software, if you want to make the double-layer structure technology more stable, it is necessary to strictly follow the development attitude on the premise of the development, there should be a certain guarantee on the efficiency of the computer system service, to avoid too many or overload of the number of users, will prevent the generation of system errors. The use of double-layer structure technology not only allows the computer software to reach a certain stage, the original client has been upgraded, but also allows users to use the computer software, with a more systematic and comprehensive interface function. Therefore, the double-
layer structure technology is used in the development of computer software, which not only improves the work efficiency, but also enables the client in the computer to process the information quickly when the server receives the information, so that the user can get a better experience.

3.2 Application of three-layer structure
In order to further satisfy the relevant technology of computer software development, the corresponding research is carried out on the basis of the two-layer structure technology, and the effective application of the three-layer structure technology is realized [2]. Generally speaking, the three-tier structure technology comes from the perfection of the two-tier structure technology. In a sense, the three-tier structure is the upgraded version or enhanced version of the two-tier structure technology, which greatly improves and enhances the data storage function of the designed users in upgrading and strengthening. After the use of three-layer structure technology, the access efficiency and work efficiency of the computer have also been improved to a greater extent, which is also a process of human-computer information interaction.

3.3 Application of four-storey structure
The application of two-layer and three-layer structure technology to a certain extent, to meet the needs of basic software development, but if the computer software application environment becomes complex, these two structure technology is difficult to meet the corresponding program use. Therefore, on the basis of the three-tier structure, technicians derived four layers of technology, including the Web layer, database layer, storage layer and business management layer. In the realization of data integration processing and transfer, in order to avoid the mismatch problem caused by improper matching. Therefore, the four-tier structure can not only integrate the information, but also have advantages over the previous two kinds of data when processing the data. It will not cause waste and the accuracy of calculation will become higher. Most importantly, it realizes the collaborative needs of multiple users.

3.4 Five-layer structure application
In some special fields and computer data interaction environment, in order to further optimize the efficiency and speed of data processing, on the basis of the four-tier structure, the data layer is divided into the mode of integration layer and resource layer, thus forming the five-tier structure [3]. The five-tier structure technology is not only the optimization and upgrade version of the four-tier structure technology, which has certain improvement in the speed and stability of the system operation, but also can meet the operation requirements of some hardware devices in combination with the actual application points, and the structure level is also more refined. But because there is no strong promotion, the scope of application is relatively narrow.

4. CONCLUSION
Information technology has become the development theme of the new era, the application of computer technology is widely promoted, but also prompted more people to computer software development higher requirements, the emergence and application of layered technology is undoubtedly in the field of computer has an epoch-making significance. In the realization of computer applications in the use of function optimization, but also in the use of efficiency has been better enhanced. Therefore, in the actual software development process, it is necessary to combine the actual needs to choose layered technology, in order to ensure the software system in the computer operation efficiency and function of the perfect play, so as to further promote the pace of computer software development.

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Exploration on the Practice Teaching and Practice Examination of the Four-year Medical Imaging Technology Specialty

Bingxing Zhang
Qilu Medical College, College of Medical Imaging, Zibo 255300, Shandong, China

Abstract: Under the new situation, the 4-year medical imaging technology belongs to the newly established medical technology specialty category, mainly to train more imaging technicians for the society. Medical imaging technology is a subject with rapid development. It has developed and progressed by leaps and bounds in just a few decades. Imaging means are gradually developing from a single to a pluralistic direction. In the process of combining theory teaching with practice teaching, it is necessary to reorganize the course content according to the actual clinical post demand, so as to lay a good foundation for future sustainable development. Therefore, this paper first proposes the questions and contents that need to be explored, and then integrates the foundation to establish an effective exploration path.

Key words: 4-year program; Medical imaging technology; professional practice teaching

1. PROBLEM PRESENTATION

In essence, medical imaging equipment is being updated day by day, and modern medical imaging technology can bring new ideas to the diagnosis of diseases, maintain three-dimensional development, and provide a good foundation for the development of medical diagnosis and treatment technology. Therefore, under the current situation, the social demand for the development of talents has also risen to an important level, and talents are not only required to have basic theoretical knowledge, but also practical ability. At this time, teachers should adhere to the main ideas of the Scientific Outlook on Development and, based on the needs of vocational posts, establish a comprehensive practice teaching method that integrates "teaching, learning and doing" to improve students' vocational skills and professional quality [1]. To maximize the talent specifications and future career positions seamlessly established together, improve the special construction, to meet the needs of modern medical imaging clinical work. However, in the process of hospital transformation, there are many inevitable new problems. In view of this, how to improve students' ability to apply large-scale medical equipment? Under the current situation, many scholars need to explore the focus and difficulty.

2. EXPLORING THE ASSESSMENT METHODS OF THE 4-YEAR MEDICAL IMAGING TECHNOLOGY PROFESSIONAL PRACTICE AND INTERNSHIP

2.1 Formulation of training programs

Look from the current situation, teachers need to take the student as the center, effective will combine theory and ACADEMIC PUBLISHING HOUSE practice, as a whole development, strengthen infrastructure construction, arouse students' interest in learning, in the "theory - practice practice - regression theory - practice", on the basis of improving clinical practice, with the thinking, and actively explore and solve. In addition, field visits should be made based on the needs of employers to enhance the cooperation between schools and enterprises, and whole-process practical teaching plans should be formulated in combination with the goals [2].

2.2 Links of practical teaching

First, the opening of experimental courses. In order to further meet the needs of curriculum construction, teachers need to increase experimental construction according to the current development path and scientific overall planning. For example, digital anatomy laboratory, medical imaging virtual laboratory, etc., all belong to the category of practical teaching. In addition, it is also necessary to combine the practical needs and reasonably integrate logical thinking to establish simulation operating room, simulation laparoscopy and other departments. The construction of these infrastructure not only provides good practice conditions for students, but also provides an effective direction for students after lifelong learning. Second, professional cognitive education, teachers need to according to the needs of professional construction, reasonable integration of ideas, arrange students to participate in the corresponding practice teaching path, and in a specific period of time, students can also be arranged to study in different departments, such as internal, external, women, children, to meet the development needs of "academic guidance system". In the process of practice, teachers also need to guide students to understand the working system in the actual hospital and strengthen the skills of doctor-patient communication. Answers students' concerns, and pays attention to the growth of students, maintaining communication of the role of vocational learning. During the internship, students have a better understanding of each department, and the procedures of the department are optimized to provide more practical opportunities for students [3]. In the process of image examination, not only need to learn to deal with emergencies, but also need to be familiar with the working environment, master the process, and establish the doctor-patient relationship. After entering the society, students can quickly enter the working state and establish their own working path. Third, it is necessary to build a clinical teaching experimental base. That is to say, the school can choose the time when there are fewer clinical patients in
the hospital, reasonably arrange students to the reality, analyze problems, and cooperate to explore these problems, so as to maintain the direction of digital development. Carry out PBL teaching, present the real clinical situation into the vision of students, and improve the pertinence of problem solving. Secondly, it is necessary to carry out TBL and establish the teaching system of technical team and intern students to improve learning efficiency and stimulate students' subjective initiative. During the internship, I implemented the tutorial system, maintained the foundation of scientific research, and increased the collection of cases. To meet the development needs of The Times, we will establish an interest group for imaging technology research, develop digital image resource database and open website and other contents, use new knowledge to improve the module construction of the topic, maintain the impetus development, and integrate module, CT, MR and other new technologies together to present students in front of a new vision.

2.3 Internship arrangement and assessment
First, the reasonable construction of graduation practice. During the internship, it is not only necessary to improve students' practical ability, but also to ensure that students can work independently, and to increase the processing of X ray, CT, MRI and other contents. Here, the internship method of job rotation is mainly used, so that students can first understand the knowledge content, and then analyze the key points according to the typical, so as to improve their diagnostic ability. In addition, students are also required to be familiar with the equipment, consolidate the theoretical basis, improve professional quality, increase competitiveness, and maintain a scientific development path. Second, students' graduation practice assessment needs to strengthen the analysis of quality on the basis of quantification, integrate theory and practice, establish question bank according to the standard vocational examination content, analyze the key points of practice, and expand the coverage area. Finally, structured clinical examination should be used to combine OSCE with DR, CT, MRI and other sites to maintain the flow and integrity of the operation [4].

2.4 Management of practical teaching
At this time, under the guidance of teachers and according to the requirements of Medical Imaging Technology Practice Management and other systems, the supervision should be enhanced, real-time tracking, development and construction should be carried out, and reasonable optimization and evaluation should be maintained. For example, on the basis of "one main line, four stages" practice and internship, a school integrates the project basic skills practice stage, project specific skills practice stage, project specific post practice stage and project comprehensive post practice stage together to improve practicability, openness and occupation. Under the vision of the comprehensive post practice, strengthen the foundation, improve the ability of technical application, integrate the foundation, and complete the "zero distance" between the course content and the job requirements.

3. Conclusion
With the progress of the society, the four-year medical imaging technology major needs to combine teaching, practice, examination and other contents organically. Based on the teaching content and courses, practical teaching is the means, combined with the characteristics of the major, to complete the optimization and integration of the curriculum. In the course of interactive digital practical teaching, we should enrich imaging materials, improve the effectiveness of experimental courses, reduce school costs, stimulate students' interest in learning, improve their ability to analyze problems, enhance practicality, and establish innovative medical imaging talents.

REFERENCES
Misunderstanding and Countermeasures of Mental Health Education in Colleges and Universities

Jing Zhang
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: In the situation of rapid development under the background of the current society, people are in the study, work and life of pressure increase, especially college students, not only face the pressure on learning, but also to face the future employment pressure, leading to student mental health problems, which will affect the students' psychological health level, which will affect the students' comprehensive quality. This paper analyzes and discusses the errors of mental health education in colleges and universities for reference of relevant personnel.

Key words: Colleges and universities; Mental health education; Erroneous zone; Countermeasures; Thinking

1. INTRODUCTION
Mental health education is an important part of college education and an important work to promote the overall development of students. The physical and mental development of college students is gradually becoming mature, but they are vulnerable to the influence of the surrounding environment, which will cause some psychological problems and even make some extreme behaviors, which will have a negative impact on the future development of students and eventually affect their whole life. Students' psychological health education work in colleges and universities need to get the attention of related personnel and pay attention to, to be able to recognize the misunderstanding between the mental health education and needs in the process of psychological health education work to carry out the problems existing in the study of college students, aiming at the specific needs of social development for the work of college education application of effective countermeasures, improve the psychological health education work.

2. MISUNDERSTANDINGS OF MENTAL HEALTH EDUCATION IN UNIVERSITIES
2.1 Lack of awareness of mental health education
Present some universities and colleges for mental health education work is not very understanding, but also the work of moral education and mental health education being confused, there is no clear working focus and direction of psychological health education, will that on the one hand, the problem of induction to the moral education aspect, not actively attaches great importance to the value and significance of psychological health education work, The moral education work did not play an active role in the mental health of students; Some teachers exaggerate the effect of mental health education on students, which cannot meet the needs of teaching. Therefore, it is necessary to make clear the difference between mental health education and moral education, and to realize that mental health education pays more attention to psychological education, while moral education pays more attention to the cultivation of students' life values.

2.2 Lack of scientific and perfect prevention system
In psychological health education work in colleges and universities, education tends to pay attention to the psychological issues, give corresponding diagnosis and treatment to students of the psychological problems, but ignore the for all students produced the important role of psychological counseling, and influence the psychological health education actively implement, and narrowing the scope of the audience. At present, some colleges and universities gradually realize the importance of mental health education and set up psychological counseling departments, but it does not produce good effects and effects. There is no clear orientation for mental health education and the importance of psychological prevention is ignored, which is caused by the lack of scientific and perfect prevention system.

In addition, mental health education ignores the important role of psychological counseling, and only attaches importance to the counseling of psychological disorders. So colleges and universities needs to attach importance to the psychological development of consulting work, on the basis of student's body and mind development provide some psychological development subject, let the students better know yourself, know society, improve their overall quality, including the student's physical quality, so as to better adapt to society, to play its role and power [1].

2.3 Mental health education research work is not perfect, lack of teachers
The present stage, some colleges and universities in the process of implement psychological health education work, often only pay attention to students' psychological problems, but didn't pay attention to students' psychological problems of communication way, the students don't know how to ask for help when psychological problems, even students from inner conflict for help or communication. Nowadays, some college students get to know the important function and meaning of psychological counseling, but due to the influence of the student union because of the brutal ways of the world, not actively and psychological doctor communication, and because of mental health education methods is single, students are difficult to accept this way, students didn't get the recognition and affirmation, This will affect the implementation of mental health education work.

3. SPECIFIC COUNTERMEASURES TO
EFFECTIVELY DEVELOP MENTAL HEALTH EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Improve mental health education and guide students to actively participate in it

Mental health education is the important work content of all the faculty and staff in colleges and universities, as well as their own obligations. Therefore, it is necessary to change the traditional and backward concepts and actively participate in the mental health education. And for the mental health education to be able to put forward their own ideas and suggestions, which is conducive to the mental health education staff to adjust the education methods, to change the teaching and education attitude, optimize the education model, and also need to improve the understanding of mental health education, establish the correct concept. Colleges and universities need to create opportunities to strengthen the training of teachers in mental health education and open some theme lectures on mental health education, so as to improve the cognition of mental health education and master the methods and methods of mental health education [2].

3.2 Create a good mental health education environment

Colleges and universities need to pay attention to creating a healthy campus culture, and a good cultural atmosphere can affect and infect students' thoughts and behaviors, thus conducive to the physical and mental development of students. Because of the campus culture plays an important role, for the students' learning, growing, and have a positive role in life, so as the school needs to create a good psychological health education environment, the psychological health education work and the organic combination of institutions of higher learning campus culture, enrich the students' campus culture life, improve the students' mental health, Let students actively participate in mental health education work, help to enhance the effect and quality of mental health education work [3].

3.3 Effective implementation of mental health education

According to the different application of mental health education objects, targeted education methods and methods, and the development of the corresponding education content, which needs to do a good job in prevention, to prevent the generation of psychological problems. Due to the influence of traditional educational concepts, the education mode of mental health education in colleges and universities is passive and has no positive effect. At present, mental health education needs to enhance vitality, build up confidence, stimulate motivation, implement humanized mental health education around students, deeply explore the good qualities of students, so that students can study and live in the best state. In addition, it is also necessary to effectively implement the mental health education work and apply diversified education methods to guide students to achieve the goal of comprehensive development. For example, speech contests and artistic performances can be held to make students actively participate in and permeate mental health education knowledge in the activities, so as to enhance the enthusiasm of students to participate in activities. Moreover, in the process of participation, students can gradually realize the impact of psychological problems on their study, life and growth, so as to apply more diversified education methods to promote the good development of students' mental health, improve students' comprehensive quality and ability, and improve students' psychological quality.

4. CONCLUSION

University mental health education work to sum up, there are some error, need education workers feel deeply, and application of effective education countermeasures, thus can improve the psychological health education work, guide students to actively participate in, create a good psychological health education work environment, and effective to carry out the psychological health education work, to establish and improve the mental health education system and model, Improve the efficiency and quality of educational work, improve the psychological quality of students.

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The Sunshine Education Project Platform Has Been Implemented to Create a New Model of Funding Education

Xiaohui Zang, Yue Qiao, Zhixin Wu, Zijin Fu
Shaanxi University of Science & Technology, Xi’An, Shaanxi, 710021, China

Abstract: With the in-depth development of the practice of employment and entrepreneurship of Chinese higher education students, the work-study work mode in higher education schools has gradually become a new development mode. Therefore actively build pratt &whitney, financial aid, awarding and compensating the organic combination of family economic difficulties students necessary funding model, shaanxi university of science and technology through unremitting efforts and exploration, formed the education brand - "sunshine student project", the education brand in family economic difficulties students grow and become as the basic goal, Through individualized reform of talent training system, economic entity construction, donation system and spiritual support, a model of funding education is constructed to improve students from poor families' abilities of independent learning, innovation, interpersonal communication, environmental adaptation and practical communication.

Key words: Sunshine Education Project; Funding Education; Work-study Program

1. RESEARCH BACKGROUND OF WORK-STUDY IN UNIVERSITIES

In recent years, with the continuous development of China's economic strength, the continuous improvement of the level of science and technology and the substantial improvement of the country's comprehensive national strength, a variety of national undertakings have, to a large extent, achieved long-term and long-term development. Higher education is particularly obvious, which is obvious to all that most of the students receiving state-funded education are students from poor families. Out of their parents' divorce and guardians work unstable, the family lost the main labor long illness, family and so on a variety of reasons, such students compared with normal students family economic level, often show some such as psychological inferiority, verbal expression ability  is poorer, refused to associate with people such as use of the characteristics of personal development. However, it is particularly important to the current new situation of the development of student aid management. Therefore, it is of great significance to construct a multi-functional financial aid model combining universal benefit, poverty assistance, reward and compensation for the students from poor families to complete their studies and achieve outstanding life. The financing of students in higher education institutions is also an important work strategy to ensure that every student enjoys the right to education and promote national education equity. Taking Shaanxi University of Science and Technology as an example, Shaanxi University of Science and Technology is located in the economically underdeveloped region of western China, where the proportion of students from poor families is as high as 33% [3]. Therefore, it is of great significance to construct a multi-functional financial aid model combining universal benefit, poverty assistance, reward and compensation for the students from poor families to complete their studies. It is obvious to all that most of the students receiving state-level social assistance are students from poor families. Out of their parents' divorce and guardians work unstable, the family lost the main labor long illness, family and so on a variety of reasons, such students compared with normal students family economic level, often show some such as psychological inferiority, verbal expression ability is poorer, refused to associate with people such as use of the characteristics of personal development. However, it is particularly important to the current new situation of the development of student aid management.

2. THE RESEARCH SIGNIFICANCE OF WORK-STUDY IN UNIVERSITIES

Actively cultivate the core socialist values of college students. As a group of highly educated people, college students should have the ability of exemplary demonstration and vigorously respond to the call of the Party and the country. Among them, those who have enjoyed the help of the state and society should play a good role in patriotism, dedication, integrity, friendliness and so on. It is because of the strong support of the state funding policy that these students can successfully complete their studies and achieve outstanding life. The financing of students in higher education institutions is also an important work strategy to ensure that every student enjoys the right to education and promote national education equity. Taking Shaanxi University of Science and Technology as an example, Shaanxi University of Science and Technology is located in the economically underdeveloped region of western China, where the proportion of students from poor families is as high as 33% [3]. Therefore, it is of great significance to construct a multi-functional financial aid model combining universal benefit, poverty assistance, reward and compensation for the students from poor families to complete their studies.

3. PROBLEMS IN FINANCIAL ASSISTANCE FOR EDUCATION IN UNIVERSITIES

3.1 University student financial aid management mechanism is not perfect

At present, the financial aid management center of college students from poor families plays an important role in implementing the latest national financial aid policies. At the same time, it also supervises the granting of all kinds of scholarships and grants, helps the national financial institutions to complete the student loans, and helps and manages the students to participate in various activities of work-study activities. A perfect and detailed organization and management framework and reasonable funding management methods are the necessary conditions to ensure the normal progress of university funding work. However, there are still some problems in some colleges and universities, such as imperfect institutional setup, incomplete management mechanism and unclear
personnel responsibilities, which will directly affect the effective implementation of the current funding policy and the effect of funding and education to a large extent.

3.2 The identification measures for students with financial difficulties are not sound

Accurate identification of students from poor families is the primary premise of doing a good job in financial aid. Recognition method in colleges and universities to take the combination of human and data analysis, but often because of the difference of regional economy, family economic situation the confidentiality of the multiple influence factors, so in all aspects of performance in every field are similar to those of the students, their level of family economic difficulties also exist in more or less difference, become the difficulties of accurate identification.

3.3 The allocation method of funding indicators is not scientific

Scientific and reasonable allocation of national scholarship and grant targets is one of the necessary conditions for realizing the equity of financial aid. Usually, schools base their targets on the number of students they have. However, because the students come from different families with different structure and composition, and the characteristics of different subjects and the tuition standards of different courses are different, different levels of schools have different requirements on the tuition. A school of different economic difficulties students proportion is not the same, only depend on the number of students to divide the national scholarships of indicators, can produce some poor students of the college can’t get any scholarships, and some college index has the problem of surplus, even some places had been sent to the students is not poor, that the purpose of setting the national scholarships and initial is inconsistent. Therefore, it is very necessary to establish a set of allocation methods of financial aid indicators including the proportion of poor students in each college, the determination of the poverty degree of students’ families and the determination of the comprehensive consumption level of students during the school period.

3.4 Education management before and after funding is not in place

The purpose of student financial aid is not to help students from poor families to solve their long-term economic problems, but more importantly, to use "financial aid" to achieve the purpose of "education", so as to realize that students from poor families can enjoy the opportunity of outstanding life. Due to the lack of understanding of the nature of financial aid, some colleges and universities put too much emphasis on financial aid, while ignoring the ideological and political education of the students before and after financial aid, and some students who have received financial aid have the idea of equal financial aid, relying on financial aid and asking for financial aid. Not only did they not understand how hard the grant had come by, but they took it for granted. Some students who get loans from their native places have no sense of paying the interest and principal on time after finishing their studies. Therefore, in the face of the above problems, we should effectively strengthen the education management of assisted students [4].

3.5 Subsidies are not the only solution to economic difficulties

The national financial aid policy is used to ensure that no student will drop out of school due to family financial difficulties. In the process of college financial aid, there are also some children who cannot achieve the purpose of financial aid because of inferiority, or because their vision is not broad and they do not know how to improve themselves. Moreover, many students get grants to meet their pursuit of material things, and some even do things that do not conform to the behavior standards of college students. Therefore, how to reasonably guide children to actively forge ahead, is our urgent need to think about things.

4. THE BASIC MEANING AND OBVIOUS CHARACTERISTICS OF WORK-STUDY PROGRAM

The activities of work-study program can help students improve their ability of practical practice and rapid social adaptation, especially in guiding college students to continuously explore their own potential and improve their own ability, so as to better serve the society. In the state education commission on several ideas to strengthen the management of university students' work-study activities, "pointed out:’ in order to promote students' all-round development of morality, intelligence and physique, growth ability, and guide students through their own labor to obtain certain compensation to improve the learning and living conditions, shall encourage and support students after school work-study activities. The main content of the student work-study program is to develop the scientific, technological and cultural services which are combined with the professional knowledge the students learn, and at the same time to advocate the labor service which is helpful to cultivate the labor point of view and the spirit of self-support. Nowadays, all colleges and universities have established corresponding institutions for work-study program, which provides a convenient and safe platform for college students to exercise themselves, and at the same time helps students to raise corresponding social expenses [5].

5. A CASE STUDY OF SHAANXI UNIVERSITY OF SCIENCE AND TECHNOLOGY

In recent years, colleges and universities have done a lot of work to solve and help students with financial difficulties from families. However, the phenomenon that some financial aid work is separated from the cultivation of educational ideas has not been effectively solved, resulting in a lot of educational difficulties. At present these problems are still unable to get rid of, the effect of funding can not be effectively changed the situation has not been resolved. The "PEA Model" proposed by Shaanxi University of Science and Technology before has improved the pure original work-study mechanism, gradually transformed the original single work of "helping the poor" to the work of "educating people", and completed the process from the original unilateral "blood transfusion" to the current "hematopoiesis" autonomy [6].

Sunshine Student Assistance Center of Shaanxi

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University of Science and Technology is an entrepreneurial work-study organization. The four departments are the General Management Center, the New Media Center, the Training Department and the Part-time Department. They mainly carry out the following work: the management and recruitment of work-study positions inside and outside the school; Video clip; Course training teacher recruitment and online course research and development; Conference management; Activity planning and other work. The four entities are the sports and sports center, the newstand, the teahouse and the coffee shop. Operation and financial accounting; Beverage production and other work. Meanwhile combination for sunshine school student center to provide convenient conditions, continuation of calendar year since the sun student center held the "service class, exercise self", carry forward the "unity, self-improvement, pragmatic, dedication, innovation" the fighting spirit, combined with the school spirit of "three and two moving", business with four types of economic entity platform as basis, A steady stream of students to provide a variety of independent exercise practice opportunities. The new model of accurate funding combining universal education and personalized guidance is adopted to innovate the long-term mechanism of funding and education, so that students can learn about extracurricular office skills and network "We Media" operation technology in addition to in-class learning. Through course management and training, students can tap their own potential, get exercise in hobbies and specialties, and cultivate students' ability of independent innovation, entrepreneurship, employment and employment. Construction of a "four-in-one" new Sunshine student aid project integrating economic plan, psychological plan, practical plan and employment plan. At the same time, with the strong support of the University Party Committee and the Department of Student Affairs, this student organization, which is completely run by students, gradually equalized its profits with its expenses. On this basis, it also used the profits from the entity to set up a "love fund" to help those students who cannot successfully complete their studies due to special circumstances. The perfect fund audit process in some aspects also let us see a lot of inspirational models, role models are around us.

6. CONCLUSION
Characteristic is not the only way, is not the best way, the sunshine student aid project to help more families with economic difficulties to grow up, from "hematopoiesis" to "blood transfusion" to achieve a qualitative leap in the quality of education, cultivate more useful to the society and the country of new talent. After the current poverty alleviation, it is urgent to combine the funding work with the reform of education management, and the funding education work is of far-reaching significance. The society should closely cooperate with each other to promote its green and stable development, so as to make the current work truly become the education method that can bring changes to the poor students, so as to gradually promote the reform of subsidizing the education model to become more perfect.

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REFERENCE
Study On the Interaction Between Music Education And Social Music Culture

Zhifang Song
Henan College of Finance and Finance, School of art and design, ZhengZhou, HeNan 450000, China

Abstract: As an important part of People's Daily life, music has a great influence on the establishment and cultivation of people's spiritual culture. In the process of modern teaching, in order to meet the requirements of the new curriculum reform standards, improve the level of quality-oriented education, and promote the comprehensive development of students' comprehensive quality, related teachers need to strengthen the improvement of music education level; At the same time, it can also strengthen the interaction between music education and social music culture, further improve the level and quality of modern music education, and lay a solid foundation for the progress and development of the whole modern education industry. The following mainly analyzes the interaction between music education and social music culture.

Key Words: Music Education; Social Music Culture; Interactive

1. A SPECIFIC OVERVIEW OF MUSIC EDUCATION

1.1 Cultural attributes of music education
In general, when people analyze and understand the cultural attributes of music education, they can carry out the analysis from the micro and macro aspects respectively. Among them, music education belongs to the educational behavior with certain purpose and organization at the micro level, such as social music education and family music education. At the macro level, music education will infiltrate People's Daily life imperceptibly and gradually improve people's spiritual and cultural level. In the development process of modern music culture system, relevant departments need to strengthen the importance of music culture, give full play to the role and value of music education, strengthen the inheritance and development of national spirit and traditional culture, and promote the overall healthy development of China's society [1].

1.2 The development status of music education
In the past, because of exam-oriented education and the traditional thought idea, the influence of such factors as people learn too pay attention to the cultural knowledge, and the ignored on teaching music, etc., the resulting traditional teaching methods and content is too old and monotonous, unable to effectively improve the students' learning interest and enthusiasm, and affects their own spirit and improve comprehensive qualities; As the standard of new curriculum reform in the implementation of the application of the work of modern education, and education departments related to the promulgation of the policy, related teachers and school leaders to improve the music education, actively introduce modern teaching technology, methods and equipment, etc., enrich the teaching content, ensure the smooth operation of the daily education work; At the same time, with the help of mobile phones and the Internet, people can also look for music that suits their preferences for in-depth experience and understanding, so as to imperceptibly improve their spiritual and cultural level and thus promote their healthy growth and development.

2. COMMON TYPES OF SOCIAL MUSIC CULTURE

2.1 Modern and classical music culture
The research shows that the modernist music culture has its own connotation and characteristics, and the aesthetic standards are quite different from those of other music cultures, which guarantees the characteristics and innovation of the related works. And classical music culture of socialism main is the content of the integration of classical music culture, and in its rich and innovation, both compared to the modern music culture can to break the balance of a classic music culture of socialism, establish a new order of music, in order to expand the students' music thinking and ideology category, inspire the student to the modern music culture learning enthusiasm and initiative, In order to improve their own music innovation consciousness and spirit, at the same time, promote the improvement of modern music education level and quality.

2.2 Popular and serious music culture
The so-called pop music culture has a strong flexibility, which mainly relies on its own easy-to-understand characteristics to improve the speed and scope of dissemination, so that more people can know about relevant works in time. However, serious music culture has high requirements on the quality and structure of musical works. Relevant works should be sufficiently rigorous and at the same time fully guarantee the standardization and ideality of musical spirit, which can effectively improve the training level of students' musical literacy. On the other hand, Since pop music culture also has high value for modern music education, relevant teachers need to scientifically select music culture according to different teaching contents, so as to provide sufficient convenience and promotion for students to establish their own music aesthetics [2].

2.3 Foreign and folk music culture
In addition, the folk music culture in the development process into the national characteristics of our country, and with the extension of time, folk music culture and other music culture has been fully combined, absorb the essence of other cultures, effectively promote the healthy development of folk music culture; Therefore, in the actual teaching process, relevant teachers and school leaders need to scientifically select music culture relevant works in time.
leaders need to fully understand the background and connotation of folk music culture, and strengthen the understanding and study of foreign music culture, so as to further improve the development level of modern folk music culture.

3. SPECIFIC MEASURES TO STRENGTHEN THE INTERACTION BETWEEN MUSIC EDUCATION AND SOCIAL MUSIC CULTURE

3.1 Strengthen the transformation of musical cultural concepts
At present, in order to strengthen the interaction between music education and social music culture, relevant departments need to pay more attention to the cultural attributes of music education, strengthen the transformation of musical culture concept on this basis, establish a more scientific and standardized education concept, and give full play to the role of music education in the development of music culture. And when there are problems in the actual education process, it is necessary to timely analyze and deal with and solve them. With the help of music education work to guide social music culture and other aspects, it is necessary to improve the level of music education and social music culture development to the greatest extent, and lay a good foundation for the healthy development of modern music education work in China.

3.2 Strengthen the introduction of folk music culture
Usually, in the process of the development of modern social music culture, folk music culture to culture value pursuit in the process of the development of society fully reflected, therefore, in the process of practical education, the teachers and schools need to strengthen the folk music culture introduction in the teaching process, fully excavating the concrete connotation of folk music, in order to enrich the teaching content, ensure the smooth progress of daily education work, and promote the inheritance and development of national culture.

3.3 Strengthen the application of flexible methods
In addition to the above measures, in order to strengthen the interaction between music education and social music culture, the relevant units and personnel also need to strengthen the application of flexible methods; In the actual work, the relevant personnel need to strengthen the understanding of the current situation of the development of music education, and combined with the application of social music culture, give full play to the value and role of music education; At the same time, since music education does not have the characteristics of closure, in the actual teaching process, the coordination and cooperation between the community, family and campus can be strengthened to improve the comprehensiveness and efficiency of the education process, so as to strengthen the progress and improvement of the level of modern music education [3].

4. CONCLUSION
In conclusion, under the influence of the new curriculum reform standards, music education plays an extremely important role in order to strengthen the development of quality-oriented education; Therefore, in the actual education work, the relevant personnel need to fully understand the music content and characteristics of education, and connecting with the development of social music culture, strengthen the interaction and combination between the two, enrich the teaching content, innovation of teaching aim, idea and pattern, ensure the smooth operation of the daily teaching work, improve the level of development of modern music culture, And then promote the further development of modern education industry and society as a whole.

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Design And Practice Of Three Kinds Of Project Cycle Teaching Process Under The Background Of "Double High School"

Xingzhen Tao, Yue Liu, Yufei Xie, Lin Peng
Jiangxi College of Applied Technology, Ganzhou 341000, Jiangxi, China

Abstract: Under the background of "combination" construction, to realize the goal of training high quality technical skills talents, put forward under the background of "combination" three project cycle training teaching process design, through three kinds of project cycle training, into accurate and effective teaching strategies, students' classroom participation rate reached 95%, skills up to standard by more than 85%, at the same time, develop good professional norms.

Key words: "Double High School" Construction; Three Kinds Of Project Teaching; 1+x Certificate System

1. INTRODUCTION
In the context of the rapid development of global economy and the development of intelligent manufacturing, enterprises have put forward higher requirements for the technical skills of job seekers. In order to meet the growing technical skills needs of enterprises, the "Double High School Plan" has included the cultivation of high-quality technical skills into the reform goal, guiding the direction of the construction of double high schools in universities [1]. As full-time teachers of higher vocational education, they should keep in mind the important discourse of General Secretary Xi Jinping on education, accurately grasp the new situation and new tasks of vocational education in the new era, take moral education as the fundamental, and improve the teaching quality and teaching work level as the goal [2]. Therefore, this paper proposes the design of three kinds of cyclic training teaching process under the background of "double high school", so as to comprehensively improve students' skills and technical specifications.

2. TEACHING PROCESS DESIGN

![Fig. 1 Teaching philosophy](image)

2.1 Teaching Analysis
This topic chooses the software technology major of higher vocational education as the teaching object, and the teaching course is "HTML5 and CSS3 Web Design", which starts in the second semester. This course is a required core course for software technology major (group). Certificate system of the course as part of the "1 + X" Web front-end of the primary curriculum, training has a certain scientific and cultural level and good professional ethics and entrepreneurial spirit, strong employment ability, can be engaged in software development, software testing, software code, software, technical support, Web front-end development work of high quality technical skills talents. This course involves the basics of web pages, HTML tags, CSS styles, web page layout, deformation and animation, etc. Through the study of this course, students can understand the development history and future direction...
of web pages. Familiar with the process of Web design, familiar with the skills and methods of developing Web pages in line with Web standards, master the common Web page layout effect and deformation and animation effect in the network, and learn to make various enterprises, portals and e-commerce websites.

2.2 Teaching strategies

To complete the teaching goal, according to the characteristics of higher vocational student grade one custom effective teaching strategy, relying on the superstar learning through the whole teaching course platform, the teaching process is divided into three phases, before, class and after class into three kinds of project cycle training, realize the online linear hybrid teaching [3], the training will be technical skills, understand the skills, has the quality of personnel, The whole instructional design concept is shown in Figure 1.

Through the analysis of teaching objects and the formulation of teaching objectives, in order to improve the teaching effect and achieve the teaching objectives with high quality, the following teaching strategies are formulated.

2.2.1 Teachers demonstrate slowly and students follow steadily

For first-grade students, programming ability and logical thinking are still relatively lacking, so the first teaching strategy is "teachers demonstrate slowly, students follow steadily". The teacher shows the whole project practice process for students from the first code character through the projector. At the same time, the speed is slowed down so that students can steadily follow the teacher to complete the first project, so that students can avoid various problems when they finish independently at the beginning, which may lead to the failure of the project and loss of interest in learning. At the same time, the teacher demonstrates the coding specification and various skills for the students.

2.2.2 Three types of training, step by step

The internalization of students' knowledge is a process, and the setting of the whole practice training program is very important. For this course, "three kinds of project training, step by step" is designed. The first type of project is the basic project, which is the preliminary cognition of grammar. The second type of project is the comprehensive project, which is the synthesis of new knowledge and pre-knowledge, and the sublimation and digestion of grammar. The third type of project is the independent project, which is the exercise project designed for the knowledge point. For the first and second types of projects, teachers will demonstrate and students will follow. For the third type of projects, students will first complete them independently and teachers will demonstrate the main core contents. At the same time, the teacher demonstrates the coding specification and various skills for the students.

2.2.3 Three steps for one content to form a closed loop

The teaching content is divided into three teaching stages. Before class and in preparation for teaching, students download teaching resources through the Super Star learning platform, mainly download the experimental manuals of each class, preview the contents of the experimental manuals, and initially perceive the experimental effect of new knowledge to stimulate students' interest in learning; In class, through three kinds of project training and teacher slow demonstration and other teaching strategies, let students master the knowledge content in class; After class, students complete exercises independently, help consolidate and digest knowledge, so that students know their own learning situation, there are targeted at the leak fill gaps.

Fig. 2 Teaching process

2.2.4 Live students writing codes and mutual comment on codes

In the practice session of students, one student is randomly selected to the platform to complete the experiment manual process by himself, and the other students finish it in their seats. The live broadcast of students writing code can exercise students' independent practical ability.

Meanwhile, teachers can see the whole process of students' practice and better grasp the teaching situation. If the selected students finish well, they can play a positive role in demonstration. If they do not write well, teachers and students can improve and make progress together in the comment section, so as to create a good learning atmosphere.
2.2.5 One-on-one assistance is accurate and effective

In each class, there is always a part of the students to grasp the course content, the first part of this classmate relatively weak basis, slowly to accept the new knowledge, the students' complete laboratory manual links, encourage students to complete find can't complete the students independently, one-to-one support, precision can effectively enhance the overall teaching effect, to facilitate students friendship, make progress togethe

2.3 Teaching Process

In order to realize the goal of cultivating high-quality technical and technical talents in the "Double High School Construction", the traditional course teaching process is redesigned, and a teaching process based on three kinds of cyclic training items is proposed. The teaching process, as shown in Figure 2, is designed for the two-hour courses. The whole teaching process forms a teaching loop, in which knowledge is conveyed to students in a circular way, and students' skills are gradually improved. The whole teaching process is mainly divided into the following seven steps.

2.3.1 Course review

This link is the starting point of the new course and the end point of the last course. Before each course begins to explain the new knowledge, the content of the last course is reviewed to help students summarize what they have learned and gradually form a knowledge system and framework. Through the review, let the students enter the classroom faster, for the acceptance of new knowledge to make full preparation. At the same time, combined with the overall submission of homework, let students feel the importance of the teacher to the homework, so as to actively complete the homework.

2.3.2 Introduction of courses

This link is a preview of the course content. Through the effect display of some classic web pages, it points out the main content of this course. Through this link, it stimulates students' interest in learning and inspires students to think, so as to learn the next course content with goals.

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2.3.4 Teacher's Demonstration Experiment Manual

This link is the teaching content stage two, is the teacher demonstration experiment manual content, is the key part of the whole teaching process. Teachers will demonstrate the whole process of project implementation step by step in combination with the requirements of the experimental manual and the newly explained grammar, and at the same time standardize the grammar format and follow the industry norms.

2.3.5 Students complete the experiment manual

This link is the teaching content stage three, is the student practice experiment manual content, is the key part of the whole learning process. In the last teaching stage, students follow the implementation methods and processes of the teacher's class hour project, which is the link for students to internalize knowledge. Meanwhile, students can accurately grasp the teaching effect and adjust the teaching progress and strategies by checking the results of independent learning practice.

2.3.6 Mutual evaluation and promotion

Is the link exchange and interaction, and through the study of super star, students submit the result of the experiment, the teacher randomly selected from three to four students, view the project submitted by the projection display the critique to the class together, learning good part, improve shortage at the same time, through this link, further consolidate the knowledge points of this lesson, improve students communication and expression, At the same time, a good and positive learning atmosphere is created to greatly enhance students' participation in learning.

2.3.7 Course summary

The link is the last teaching link of the course, summary and sublimation of the course content, homework at the same time, the practical demanding for software professional course, one end of the teaching content, must homework, let the students have an independent medium of digestion of knowledge, had a test for your own learning, help students to realize self learning situation, Improve the enthusiasm and initiative of learning.

3. TEACHING IMPLEMENTATION EFFECT

Through three kinds of project cycle training and customized teaching strategies, the learning participation is significantly improved. According to the data of the course platform, the average number of students logging on the platform is 175 per class, and the number of the teaching class is 83, which is more than one time per person. At the same time, students submitted more than 90% of the homework in each class.

4. CONCLUSION

Subject to software professional grade one students as the research object, in view of the students at an early stage when writing code, the prevalence of "lazy hands, be afraid to make mistakes and difficult to start, non-standard", three types of design projects circuit training teaching process, at the same time according to different teaching links make effective teaching strategy, teaching results show that more than 85% of the students can under the teacher's demonstration and guidance, Complete three types of projects for each teaching unit, and make them standardized and effective. Therefore, the circular training teaching design of the three types of projects improves the teaching effect and helps to achieve the goal of cultivating high-quality technical and skilled personnel in the construction of "Double High".

ACKNOWLEDGEMENTS

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Comparative Study On The Main Export Commodities And Their Composition Between China And Morocco

Shuqin Xia, Xuemei Yang
School of Economics and Management, Ningxia University, Yinchuan, Ningxia 750021, China

Abstract: In recent years, although the bilateral trade volume between China and Morocco has increased, the total trade volume is still at a relatively low level, the growth rate is not fast, and there is a potential downside risk, which is very inconsistent with the reality that the trade between China and Morocco is highly complementary. Based on the comparative analysis of the major commodities and their components in the trade between China and Morocco, Proposed should strengthen coordination dialogue, enhance mutual trust, further open bilateral market, improve the level of trade liberalisation and investment facilitation, optimizing the structure of bilateral trade complementary advantages, exploring and innovating the mode of trade cooperation and other aspects to expand the scope of bilateral trade, promote trade activity, realize win-win proposal, He hoped to provide reference for the two countries to explore new markets and achieve their strategic development goals.

Key Words: China-Morocco; Trade Composition; Trade Activity

1. INTRODUCTION
As an important developing country in the north of Africa, Morocco has a superior geographical position, which can radiate to Europe, America, African inland market and the Arab world. It is a good entry point for China to explore new markets and develop global trade. It has always been one of the overseas markets that China pays close attention to. In recent years, the economic and trade cooperation between China and Morocco has become increasingly frequent and the economic and trade volume has grown rapidly. The status of China and Morocco in the foreign trade of both sides has been continuously improved and each other has become an important economic and trade cooperative partner of the other side. Relevant studies show that in 2019, China's exports to Morocco accounted for 9.9% of Morocco's total imports, making China the third largest importer of Morocco. China's imports to Morocco account for nearly 4% of Morocco's total exports, making China Morocco's fourth largest exporter. In the future, it is worth studying how to further enhance the all-round exchanges and cooperation between the two countries in the field of trade, create new economic growth points, share the development achievements of "One Belt And One Road" and promote the sustained deepening of the strategic partnership between the two countries.

2. MAIN COMMODITIES EXPORTED FROM CHINA TO MOROCCO AND THEIR COMPOSITION

In 2019, China exported a wide variety of commodities to Morocco with a large trade volume, as shown in Figure 1. Classification basis: HS2007. Data source: calculated and collated from WITS database.

![Figure 1 Main commodities exported from China to Morocco in 2019](image-url)

Figure 1 Main commodities exported from China to Morocco in 2019

China exports to Morocco's main commodity, is a mechanical and electrical equipment of the first, accounting for textiles, was second in the third to the tenth of the commodity, in turn, is a metal and its products, miscellaneous products, plants and plant products, stone and glass products, plastic and rubber products, transportation equipment, chemical products, shoes and hats products. In addition, wood products, leather products, animal and animal products, and food and beverage products are also the most exported goods from China to Morocco, with the value of export exceeding 20 million US dollars. However, the proportion of export of different categories of goods is different.

Table 1 reflects the specific composition of the major commodities exported from China to Morocco in 2019. HS code statistics show that in 2019, the most exported goods from China to Morocco are nuclear reactors, boilers, mechanical appliances and spare parts; Next is the motor, electrical, audio and video equipment and its accessories. Coffee, tea, mate and spices came in third. Some of the biggest exports were steel products; Furniture, bedding, lamps, mobile room; Vehicles and their accessories (except railway vehicles); Plastics and their products. In addition, Chinese knitted and crocheted fabrics, chemical fiber filament, shoes and boots, leg protector and similar products and their parts, ceramic products, glass and their products are also popular in the Moroccan market. Among China's exports in 2019, the biggest growth was in base
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metal appliances, mouthware, tableware and parts; The
Exports of explosives, pyrotechnics, kindling products
second is zinc and its products; The third is railway
and products made of flammable materials declined the
vehicles, track equipment, signal equipment. There are most in 2019, which was close to zero. Exports of tin and
also aircraft, spacecraft and their parts, shellac, gum, resin
its products, steel, ore, slag and ash, cocoa and its products,
and other plant liquid, juice, animal, vegetable oil, fat, wax, other plant fibers, paper yarns and woven fabrics,
refined edible oil, edible vegetables, roots and tubers, beverages, wine and vinegar also fell by more than 50
oilseeds, seeds, industrial or medicinal plants, feed. percent.
Table 1 The specific composition of major commodities exported from China to Morocco in 2019
Hs
Coding
Chapter
84
85
51
52
53
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57
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63
72
73
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44
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48
49
42

Name Of Commodity

Gross
Nuclear Reactors, Boilers, Machinery And Components
Motor, Electrical, Audio-Visual Equipment And Its Accessories
Wool And Other Animal Hair; Horse Wool Yarn And Woven Fabric
Cotton
Other Plant Fibers; Paper Yarns And Woven Fabrics
Chemical Fiber Filament
Quilts, Felt And Non-Woven Fabrics; Cord Products, Etc
Carpets And Other Floor Coverings Of Textile Materials
Special Woven Fabric; Tufted Fabric; Embroidery Etc.
Special Woven Fabric; Tufted Fabric; Embroidery Etc.
Knitted And Crocheted Fabrics
Clothing And Clothing Accessories, Knitted Or Crocheted
Clothing And Clothing Accessories Not Knitted Or Crocheted
Other Textile Products; Complete Set Of Articles; Old Textile
Iron And Steel
Iron And Steel Products
Copper And Its Products
Nickel And Its Products
Aluminium And Its Products
Zinc And Its Products
Tin And Its Products
Other Base Metals, Cermets And Their Products
Base Metal Utensils, Mouthware, Tableware And Spare Parts
Miscellaneous Base Metal Articles
Optical, Photographic, Medical And Other Equipment And Accessories
Clocks And Watches And Their Parts
Musical Instruments And Their Parts And Accessories
Arms, Ammunition And Their Parts And Accessories
Furniture; Bedding, Etc. Lamps And Lanterns; Mobile Home
Toys, Games Or Sporting Goods And Accessories
Miscellaneous Products
Art, Collectibles And Antiquities
Living Plants; Stem And Root; Flower Arrangement, Leaf Cluster
Eat Vegetables, Roots And Tubers
Consumption Of Fruits And Nuts; The Peel Of a Fruit, Such As a Melon
Coffee, Tea, Mate And Spices
Grain
Oilseeds. Places; Industrial Or Medicinal Plants; Feed
Lac; Gum, Resin And Other Plant Fluids And Juices
Plant Materials For Braiding; Other Plant Products
Animal, Vegetable Oil, Fat, Wax; Refined Edible Oil
Products Made Of Mineral Materials
Ceramic Products
Glass And Its Productsglass And Its Products
Jewelry, Precious Metals And Products; Imitation Jewelry; Coins
Plastics And Their Products
Rubber And Its Products
Railway Vehicles; Track Device; Signal Equipment
Vehicles And Their Accessories, Except Railway Vehicles
Aircraft, Spacecraft And Parts Thereof
Ships And Floating Structures
Inorganic Chemicals; a Compound Of Precious Metals, Etc
Organic Chemical
Drug
Fertilizer
Tanning. Coloring Material; Coating; Putty; Ink Etc.
Essential Oils And Perfumes; Aromatic Products And Cosmetics And Toilet
Products
Detergent, Lubricant, Artificial Wax, Plastic Paste, Etc
Protein Substances; Modified Starch; Glue; Enzyme
Explosive; Fireworks; Flash; Products Of Flammable Materials
Photographic And Film Supplies
Miscellaneous Chemical Products
Shoes, Boots, Gaiters And Similar Articles And Their Parts
Hats And Their Parts
Umbrellas, Walking Sticks, Whips, Riding Whips And Their Parts
Processing Feathers And Products; Artificial Flowers. Are Employees
Wood And Wood Products; Charcoal
Knotted Material Products; Basket And Wicker Plaiting
Paper And Board; Pulp, Paper Or Board Products
Printed Matter; Manuscript, Typescript And Design Drawings
Leather Goods; Travel Luggage; Animal Gut Products

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2019
($Million)
3078.78
496.22
494.88
0.51
15.70
0.08
80.27
40.37
2.29
25.10
30.22
84.17
51.10
37.73
19.39
12.41
185.52
3.08
0.07
36.42
0.79
0.06
0.04
35.82
55.46
51.98
7.35
1.40
0.04
162.35
37.27
50.19
0.23
0.08
0.82
0.08
230.09
0.02
2.43
1.58
0.04
0.20
9.88
66.36
60.98
5.54
112.75
29.99
11.85
121.38
0.04
0.24
10.29
34.78
6.43
8.39
16.01
3.76

2018
($Million)
2897.18
329.82
450.29
0.68
13.22
0.21
69.88
36.24
2.05
20.64
35.53
108.04
45.60
35.17
20.51
45.82
150.43
4.06
0.00
28.73
0.03
0.52
0.07
0.05
34.84
36.15
7.95
1.18
0.00
182.15
38.27
47.27
0.43
0.07
0.39
0.07
228.56
0.00
1.22
0.57
0.03
0.08
8.58
67.97
61.47
7.33
117.68
33.31
1.24
98.83
0.01
0.33
8.63
28.81
6.92
8.04
12.69
4.71

Compared With The Change
(%)
6.27
50.45
9.90
-25.00
18.76
-61.90
14.87
11.40
11.71
21.61
-14.95
-22.09
12.06
7.28
-5.46
-72.92
23.33
-24.14
0.00
26.77
2533.33
-88.46
-42.86
71540.00
59.18
43.79
-7.55
18.64
0.00
-10.87
-2.61
6.18
-46.51
14.29
110.26
14.29
0.67
0.00
99.18
177.19
33.33
150.00
15.15
-2.37
-0.80
-24.42
-4.19
-9.97
855.65
22.82
300.00
-27.30
19.24
20.72
-7.08
4.35
26.16
-20.17

Accounted
(%)
100.00
16.117
16.074
0.017
0.510
0.003
2.607
1.311
0.074
0.815
0.982
2.734
1.660
1.225
0.630
0.403
6.026
0.100
0.002
1.183
0.026
0.002
0.001
1.163
1.801
1.688
0.239
0.045
0.001
5.273
1.211
1.630
0.007
0.003
0.027
0.003
7.473
0.001
0.079
0.051
0.001
0.006
0.321
2.155
1.981
0.180
3.662
0.974
0.385
3.942
0.001
0.008
0.334
1.130
0.209
0.273
0.520
0.122

3.17
3.47
0.00
0.48
9.41
66.93
4.00
5.07
2.21
11.52
0.82
17.76
27.93
42.10

3.18
4.43
0.38
0.58
10.18
104.44
5.78
8.50
3.30
14.56
0.55
18.82
47.58
49.31

-0.31
-21.67
-100.00
-17.24
-7.56
-35.92
-30.80
-40.35
-33.03
-20.88
49.09
-5.63
-41.30
-14.62

0.103
0.113
0.000
0.016
0.306
2.174
0.130
0.165
0.072
0.374
0.027
0.577
0.907
1.367

For


In 2019, Morocco exported a wide variety of goods to China, but compared with China's exports to Morocco, the trade volume is obviously generally small, as shown in Figure 2.


Figure 2 Main commodities exported from Morocco to China in 2019

In 2019, Morocco exported a wide variety of goods to China, but compared with China's exports to Morocco, the trade volume is obviously generally small, as shown in Figure 2.


Moroccan exports to China mainly focus on minerals, metals and their products, transportation equipment, animals and animal products, and plant products. The biggest drop in fertilizer, wood pulp and other fibrous products is 43.00%.

Table 2 reflects the specific composition of the major commodities exported by Morocco to China in 2019. HS code statistics show that in 2019, the most exported commodities from Morocco to China are ore, slag and ash. The second is tobacco, tobacco and tobacco substitute products; Rounding out the third to fifth are aircraft, spacecraft and their parts; Fish and other aquatic invertebrates; Copper and its products. Among Moroccan exports, the biggest increase in 2019 was in tobacco, tobacco products and products that replace tobacco; Followed by beverages, wine and vinegar; The third is sugar and sugar, copper and its products. There are many more goods that have more than doubled. Of Moroccan exports in 2019, Is the biggest drop in fertilizer, wood pulp and other fibrous products. (Unit: US dollars)

### Table 2 The specific composition of the major commodities exported by Morocco to China in 2019

<table>
<thead>
<tr>
<th>HS Coding</th>
<th>Name Of Commodity</th>
<th>2019 ($Million)</th>
<th>2018 ($Million)</th>
<th>Compared With The Accounted For (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>03</td>
<td>Fish And Other Aquatic Invertebrates</td>
<td>223.40</td>
<td>243.33</td>
<td>6.14%</td>
</tr>
<tr>
<td>04</td>
<td>Milk, Eggs, Honey, Other Edible Animal Products</td>
<td>1.32</td>
<td>0.67</td>
<td>-48.15%</td>
</tr>
<tr>
<td>05</td>
<td>Other Animal Products</td>
<td>8.86</td>
<td>11.93</td>
<td>-25.07%</td>
</tr>
<tr>
<td>16</td>
<td>Meat, Fish And Other Aquatic Invertebrate Products</td>
<td>6.52</td>
<td>4.34</td>
<td>50.23%</td>
</tr>
<tr>
<td>17</td>
<td>Sugar And Sugar Food</td>
<td>0.14</td>
<td>0.27</td>
<td>-50.00%</td>
</tr>
<tr>
<td>18</td>
<td>Cocoa And Cocoa Products</td>
<td>0.06</td>
<td>0.21</td>
<td>-71.43%</td>
</tr>
<tr>
<td>19</td>
<td>Cereal Flour, Starch, Etc., Or Milk Products; The Cakes</td>
<td>1.36</td>
<td>2.65</td>
<td>-49.09%</td>
</tr>
<tr>
<td>20</td>
<td>Vegetables, Fruits, Etc., Or Other Parts Of Plants</td>
<td>6.70</td>
<td>7.70</td>
<td>-12.99%</td>
</tr>
<tr>
<td>21</td>
<td>Miscellaneous Food</td>
<td>1.95</td>
<td>1.54</td>
<td>26.62%</td>
</tr>
<tr>
<td>22</td>
<td>Beverages, Wine And Vinegar</td>
<td>0.01</td>
<td>0.02</td>
<td>-50.00%</td>
</tr>
<tr>
<td>23</td>
<td>Residues And Scraps From The Food Industry; Compound Feed</td>
<td>1.00</td>
<td>0.92</td>
<td>8.70%</td>
</tr>
<tr>
<td>24</td>
<td>Products Of Tobacco, Tobacco And Tobacco Substitutes</td>
<td>1.48</td>
<td>0.82</td>
<td>80.49%</td>
</tr>
<tr>
<td>25</td>
<td>Salt, The Sulfur, Earth And Stone Materials; Lime And Cement, Etc.</td>
<td>0.39</td>
<td>0.83</td>
<td>-55.00%</td>
</tr>
<tr>
<td>26</td>
<td>Ore Sand, Slag And Ash</td>
<td>0.03</td>
<td>0.11</td>
<td>-72.73%</td>
</tr>
<tr>
<td>4</td>
<td>Combined</td>
<td>2999.43</td>
<td>2761.81</td>
<td>8.86%</td>
</tr>
</tbody>
</table>
4. RESEARCH CONCLUSIONS AND COUNTERMEASURES

Through the above comparative analysis, the following conclusions can be drawn: First, what China exports to Morocco are both China’s competitive products and the products needed by the other side, which are mainly labor-intensive products and manufactured industrial products, mainly electromechanical products and light textile products. Morocco also exports its competitive products to China, mainly resource-intensive products and primary products, mainly mineral products such as ore sand, slag and ash. Second, the commodities traded between China and Morocco are not only diversified, but also highly complementary and competitive. Third, although the bilateral trade volume between China and Morocco has increased to a certain extent, the growth rate is not fast, the total trade volume is still at a low level, the trade activity is not strong enough, and there are potential downside risks at present, which is very inconsistent with the reality that the trade between China and Morocco is highly complementary.

How to expand the scope of trade with Morocco, give full play to the comparative advantages of the two sides in trade, accelerate the growth rate, enhance the level of trade activity and achieve win-win results? First, strengthen policy research, coordination and dialogue, explore a long-term economic and trade cooperation mechanism and promote the development of bilateral trade relations.

ACADEMIC PUBLISHING HOUSE

We should take the Belt and Road Initiative as an opportunity to strengthen people-to-people exchanges and political mutual trust, vigorously promote the vision of a community with a shared future for mankind, further open up our bilateral markets, improve trade liberalization and investment facilitation, reduce trade barriers, expand the scope of and deepen our economic and trade cooperation. Second, we need to draw on each other's strengths. China and Moldavia should continue to give full play to their comparative advantages, focus on increasing the added value and technological content of export products on the demand-oriented basis, improve the quality of export products, strengthen brand marketing, improve after-sales service and enhance the competitiveness of export products so as to promote common progress in international trade. We should actively optimize the bilateral trade structure, promote balanced development of trade and increase the level of bilateral economic and trade investment. China may consider further expanding its import of high-quality agricultural, animal husbandry and fishery commodities from Morocco and at the same time increase the import of high-tech products such as aviation equipment from Morocco. Expand exports to Morocco of mechanical and electrical products, manufactured and intermediate products, and related parts and components. Third, explore a new mode of promoting trade between China and Moldavia under the strategic framework of "One Belt And One Road", China will give full play to its...
advantages in technology and capital to further increase investment in Morocco, promote its industrialization process, promote employment and consumption levels, improve the trading environment, and obtain needed industrial products and investment benefits. There are some traditional areas, and some emerging areas. In the future, China and Morocco can actively carry out investment cooperation in machinery and equipment, automobile production, wind power, photovoltaic solar energy and other renewable energy and new energy fields, and innovate trade cooperation models. In the premise of not damaging the basic interests of both sides, mutual penetration, mutual complement, in order to win.

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AUTHORS' BIOGRAPHY
Xia Shuqin (1966- ): female, from Yinchuan, Ningxia, a professor from School of Economics and Management, Ningxia University; researcher from China Academy of Arab Studies, Ningxia University; fields of study: regional economic development strategy and open economic policy. E-mail address: nxxxsq@sina.com Tel: 13895183809

Yang Xuemei (1996- ): from Yinchuan, Ningxia, an undergraduate from School of Economics and Management, Ningxia University, majoring in economics.
The Path of Social Capital for Promoting Community Governance Efficiency

Fan Yang, Jiliang Zhang*
Department of Government Management, Heilongjiang University, Harbin, Heilongjiang 150080, China
*Corresponding Author.

Abstract: Community governance is an important component and basic unit of social governance. Community governance often faces the dilemma of synchronous progressiveness or inverse ratio between efficiency and cost, which damages the overall effectiveness of community governance. In the practice of community governance, the introduction of social capital with the characteristics of relational structure can undoubtedly expand the ethical perspective to solve practical problems, resolve the contradictions between the subjects with the motivation of the subjects and the self-organization of the groups, solve the problems of efficiency and cost, and thus comprehensively improve the effectiveness of community governance.

Key words: Community Governance; Social Capital; Relationship; Ethical

1. INTRODUCTION

Fund Project: The Basic Research Funds for Universities of Heilongjiang Province in 2019, Research on the Business Environment Construction of China (Heilongjiang) Free Trade Zone (RWSKCX201929).

Foreword: Community governance is an organic part of grassroots social governance, but also the basic unit of social governance. Today's social governance and its effectiveness put forward higher requirements for governance system and governance ability. The internal coordination and order of governance body system is the key to enhance capacity and create efficiency. The introduction of social capital undoubtedly provides a new analytical perspective, research and judgment tools and construction logic for the sorting out of the relationship between multiple subjects, and complies with the higher pursuit of moral self-discipline, self-order and cooperation and interaction in current community governance.

2. SOCIAL CAPITAL IN THE FIELD OF COMMUNITY GOVERNANCE

Social Capital is a new theoretical horizon and analytical paradigm emerging in the field of Social governance in recent years. As a newly accepted member of the capital family, social capital also has the family characteristics of "productivity", but its individual characteristics are also very obvious, such as the embedded existence of social relations, the function based on specific relationship structure, the special type of resources with the function of resource allocation, and so on. These attributes and characteristics of social capital have been revealed in the conceptual description and theoretical interpretation of Bourdieu [1], Coleman [2], Putnam [3] and others. Generally speaking, social capital is the productive relationship resources of groups rather than individuals, and has the relationship ethic attribute. Therefore, its existence is bound to form a strong ethical group norm pressure on the generation of individual responsibility consciousness and moral behavior choice in the group. From the perspective of group dynamics, social capital will play an important role in improving collective action efficiency [4], saving management transaction costs [5], and constructing norms and stable order [6] in the joint action field of many groups, including community governance, with its unique ethical relationship structure. As a practice of social governance at the grassroots level, community governance is a collective action of governance with the participation of multiple subjects. "Community" is a concept from western sociology, which is also translated as "community". It was first proposed by Tunes in Community and Society, and he regarded this organizational form of people living together as an organism composed of social interpersonal relations. In China, "community" is mainly interpreted in two ways. In addition to the "living community" in the sociological sense, it refers to the spatial boundary between social governance and public service rights and responsibilities in the administrative sense. Within the boundary, residents elect permanent representative institutions according to specific principles and procedures, namely "community organizations", which perform management and service functions such as "census", "publicity" and "feedback" in the fields of culture, medical care and pension. Although community organizations for the purpose of self-management, self-service, reveal the spirit of community autonomy, and in the development of community, community plays a very important role, but modern community residents demand for diversification of public product and service quality is a community group and a small amount of the staff can meet. The function of community organization needs the support of laws and policies, the support of other social organizations and enterprises, and more importantly, the active participation and dedication of community residents. Thus, the current pattern of multi-governance around community affairs has been formed, and community governance has also become a collective action of governance with the participation of multi-subjects. From the perspective of structural functionalism, the relationship structure between multiple subjects of community governance will affect the actual effectiveness of community governance. Therefore, Chinese and foreign scholars have paid high attention to social capital in community governance. For example, Putnam, an American scholar, argued that "civic relations
can make people healthy, wealthy and wise" and called for the reconstruction of communities with high stock of social capital [7]. Chinese scholar Yan Jirong proposed that social capital investment is the key to promote community governance innovation from moral-driven to institution-driven [8].

3. EFFICIENCY AND COST: THE MEASURE OF EFFECTIVENESS OF COMMUNITY GOVERNANCE

Community governance effectiveness is a comprehensive concept that includes process and result, input and output. From the result, effectiveness reveals the ultimate effect of community governance. From the perspective of process, efficiency reflects the actual cost of resources and time input to achieve the final effect. Efficiency and cost are two necessary conditions that affect the effectiveness of community governance. If we can achieve satisfactory community governance results in a shorter period of time, then this action process is efficient. If we can get the same high-quality community governance results with less input of human, material and financial resources, then this action process will be low-cost. Obviously, as two important scales to measure the effectiveness of community governance, efficiency and cost should be inversely proportional to each other, that is, only high efficiency and low cost community governance can be called efficient community governance.

The relationship between efficiency and cost is often synchronous and progressive or inverse. As mentioned above, "efficiency" is related to the time spent on the same output and reveals the time element of community governance effectiveness. "Cost" is related to the resources consumed by the same output, and reveals the resource elements of community governance effectiveness. We must give consideration to both at the same time. Ignoring "efficiency" and "time" and paying too much attention to "cost" and "resource" will lead to the delay of the overall process of community governance and affect the satisfaction of community residents' needs for a better life. At this point, the relationship between efficiency and cost is shown as "low cost, low efficiency". Similarly, if the "cost" and resource elements are ignored and the "efficiency" and time elements are excessively valued, it will lead to the blind supply of public goods and services, regardless of the cost. Therefore, it is likely to affect the sustainability of community services, and ultimately affect the interests of community residents. At this point, the relationship between efficiency and cost is "high efficiency and high cost". Relative to the "high efficiency, low cost" relationship, the above two kinds of efficiency and cost relations are abnormal phenomena. Here, we call it the "synchronous progressive (backward)" state. The inverse inverse relationship between efficiency and cost is embodied in low efficiency and high cost, that is, a lot of resources are consumed at the same time, but things do not progress. Although such a scenario is rare in real governance practice, the worst-case scenario we don't want to see is a possibility.

4. INFLUENCING FACTORS OF COMMUNITY GOVERNANCE EFFECTIVENESS

4.1 Loose relationship between governance bodies affects collaboration

Loose relationship and lack of effective cooperation among multiple subjects of community governance are the primary factors that affect the effectiveness of collective action in governance. In recent years, although people are more and more accustomed to using the word "community governance" in the theoretical and practical aspects of community management, most practitioners and a few theoretical scholars have not really understood the deep connotation of "governance". In other words, they attach more importance to multiple participation and mistakenly think that this is the biggest difference between "governance" and "management", but the true meaning of "governance" lies in the comprehensive construction of inter-subject relations, so as to achieve win-win results through collaboration and improve efficiency through collaboration. In reality, there is often a lack of communication, lack of interaction between the multiple subjects, their own governance, unity of the system and loose substantive relations. Community residents and community social organizations, as natural members of the community governance body system, are partially free from the core actions of community governance and are at the edge of the community governance body system. In addition, the characteristics of urban social life make the social relations between and within urban communities more alienated, community members have low frequency of communication and poor degree of communication, it is difficult to establish geopolitical trust, and the part of communities in a discrete state is difficult to form a joint force to govern collective action.

4.2 Information asymmetry increases the cost of collective action

Information is an important prerequisite of community governance, which directly affects the trust and cooperation between subjects. As a kind of resource, the main function of information is to eliminate the uncertainty of people, things and relationships through communication, so as to reduce the cost of people's action choice and boost their confidence in behavior choice. Trust asymmetry poses a great threat to community governance actions and inter-subject relations. Information asymmetry in community governance often occurs between community organizations, community residents, community social organizations and enterprises. Due to the lack of timely information disclosure, the lack of perfect information exchange, feedback and response system, coupled with traditional prejudices, the sense of distance between governance subjects will be enhanced. This not only affects the ability of some subjects to participate in the decision-making and execution process, but also affects the generation and development of their subjective consciousness. In this regard, Amartya Sen attaches great importance to the value of information behind trust. "We find that the problem is not the possibility of rational social choice, but the use of appropriate information basis to make social judgments and decisions" [9].

4.3 Pay attention to the power of system and neglect the meaning of ethics
System and ethics are two swords of community governance, which complement each other and cannot be dispensable. Community governance should not put too much emphasis on the coercive power of the system, while ignoring the role of ethics in moral norms. System plays two roles in community governance: one is norm, which stipulates what can be done and what cannot be done; the second is restraint, which uses its coercive power to control the behavior that cannot be done. When we overly rely on the mandatory system to engage in community governance practice, it is inevitable that the system itself will have to recover higher governance costs due to its lack of humanism, completeness and response speed. Ethical norms take a different approach. Ethics embodies the moral law, the sense of responsibility, and the spirit of responsibility. It constructs the responsibility system of community governance activities, and creates the common, healthy and positive spiritual home of multiple subjects. It exerts moral influence on the actors and makes the residents' behavior consistent with the development requirements of the community. Therefore, from the philosophical point of view, institutions can only satisfy the tool needs of governance at the level of instruments, while ethical norms guide the idea of co-governance at the metaphysical spiritual level. Of course, the system and ethics together form "public order and good custom", and both are indispensable.

4.4 Pay attention to management network and neglect interpersonal network

The importance of interpersonal network in the effectiveness of collective action of community governance is far greater than that of formal management network. With the re-emergence of management instrumentalism, we find that in the practice of community governance, more elaborate management hierarchy design has partially appeared. This will not only lead to a large increase in the governance cost mentioned above, but also affect the play of community residents' subjectivity to different degrees. They may have the passive psychology and role feeling of being "monitored" and "watched", and may also be reduced from the original subject of governance to the object of governance. As a result, the purpose and ability of community "self-management and self-service" will be weakened, which directly results in the simplification of social management [10]. In this case, it is urgent to build a better community interpersonal relationship network to replace the instrumentalism management network, highlight the sociality of people, and restore the complete dominant position of all people in the community life.

5. SOCIAL CAPITAL PATH TO IMPROVE COMMUNITY GOVERNANCE EFFECTIVENESS

As a new paradigm, social capital theory provides an ethical path for improving the effectiveness of community governance. On the one hand, social capital has the embeddedness of social relations. It can embed community relations and play a role through these relations. On the other hand, social capital consists of trust, norms and network elements, which have different functions in community governance and can effectively respond to the problems of low efficiency, high cost and low overall efficiency of community governance.

5.1 Social capital can strengthen the relationship between governance subjects

Strengthening the connection between the main body is the premise of improving the power and efficiency of governance. The main body of the community cooperates with each other and connects with each other, thus producing the community relation. This relationship pattern can not only bring benefits for the main body, but also reduce the overall cost of governance and improve the efficiency and effectiveness of governance. To strengthen the inter-subject relationship, we need to start from two aspects: first, to clarify the status, role, responsibility and right of multiple subjects in the governance system and action; Second, we need to foster cooperation mechanisms. We will establish a multi-component coordination mechanism with the participation and efforts of the government, social organizations and citizens.

5.2 Social capital strengthens the foundation of community governance with mutual trust mechanism

Enhancing mutual trust can eliminate uncertainties in cooperation and lay a foundation for resolving governance conflicts. Trust is the basis on which social capital theory exists and spreads, and it is the fundamental means to break the dilemma of information asymmetry. The "acquaintance society" described by Fei Xiaotong is in essence a society maintained by trust. The mutual assistance and cooperation among villagers are based on the premise of the credit bill stamped with the seal of trust. They can save more costs and obtain higher profits. Solving the problem of input and output of community governance can actually consciously create a sense of trust among community subjects, provide individuals with opportunities to exchange information and communicate with each other, and eliminate the uncertainty of community governance. The first is to establish a normal community information disclosure mechanism to protect the residents' right to know, participation and supervision, and take the initiative to gain the residents' trust. Second, improve the interaction degree of community main body. Through holding community fellowship activities, we will improve the system of community hearings, coordination meetings and assessments, so as to create a community environment of mutual trust.

5.3 Social capital makes up for the shortcoming of benefit distribution through a reciprocal mechanism

As a kind of collective action, community governance essentially requires the mutual benefit and win-win situation of multiple subjects. Universal reciprocity is a highly productive form of social capital that combines self-interest with solidarity. The universal reciprocity mechanism provided by social capital is different from the equilibrium reciprocity of general market transactions. Instead of emphasizing immediate returns, it provides more forms of benefit compensation in the form of "bills of credit" and buys more time, space and opportunity for collective action. The governance pattern of co-construction, co-governance and sharing can not only break through the limitations of traditional management,
but also make the governance subject completely dispel concerns on the issue of "whether the future can really enjoy the returns brought by the present efforts".

5.4 Social capital helps to strengthen the network of community interpersonal relations

Strengthening interpersonal network is an important guarantee to enhance the effectiveness of collective action in governance. Network is the basic existence form of social capital, which can closely connect all the people in the community governance field. The community is actually a network, which is filled with the relationships among various subjects. When the subjects in the network become more active in participation or participate in governance, the relationships among the networks will become closer, thus improving the efficiency and effectiveness of community governance. The following two points should be achieved in the construction of the interpersonal network of community governance: First, the willingness of community subjects to participate in governance should be enhanced. Encourage community residents and social organizations to actively participate in community affairs, and focus on cultivating community members’ sense of gain, identity and responsibility; Second, broaden the channels for residents to participate in community governance. Community organizations and their staff should encourage and support all kinds of public welfare social organizations to participate in the governance of community affairs, provide them with necessary opportunities for knowledge and ability training, improve the ability of multiple subjects to participate in community governance, and provide more opportunities for communication and integration.

6. CONCLUSION

Community governance under the guidance of social capital is an effective way for people to open a better life and create a harmonious community. Social capital takes relationship as the entry point, trust as the basis, norm as the guarantee, network as the medium, which not only meets the practical needs of current community governance, but also contributes a new perspective and provides a new way of thinking for discovering, analyzing and solving the practical problems of community governance. The introduction of social capital is beneficial to improve the efficiency of community governance, reduce the cost of community governance, and improve the overall effectiveness of community governance. Social capital theory embodies exuberant vitality and powerful explanatory power in the field of community governance.

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Comprehensive Evaluation On Poverty Alleviation Efficiency Of County-Level

Dajia Yu1, Gefu Liang1, Lifei Ke2
1School of Business, Guangxi University, Nanning 530004, China;
2Beijing Institute of Economic and Management, Beijing 100102, China

Abstract: By using Malmquist index, the economic development efficiency of 28 state-level poverty-stricken counties in Guangxi was evaluated over the past five years, and the change of poverty alleviation efficiency at the county level was obtained based on the dynamic time series. Then exploratory spatial data analysis (ESDA) method is used to study and analyze the spatial difference characteristics and change rules at poor county level. It is found that the growth of total factor productivity has promoted the economic growth of poor areas since the implementation of key supporting policies. Although the overall productivity of most poor counties is on the rise, technological progress and scale efficiency are the restricting factors for the improvement of productivity in poor areas. The efficiency level of economic carrier in poor areas is mainly related to space, which shows polarization in space as a whole. Under the action of external poverty alleviation, the spatial polarization of poor counties has been weakened to some extent, and the poverty reduction effect is relatively significant.

Keywords: Poverty alleviation efficiency; County-level; Malmquist; ESDA

1.INTRODUCTION

County region is the main responsibility of poverty alleviation in China. In the sense of poverty alleviation and economic development, county region can be used as a basic unit to study the economic carrier [1]. In 2000, 592 counties (districts) in the central and western regions, 28 of which belong to Guangxi, were listed as key counties for national poverty alleviation and development because of the heavy task of poverty alleviation and the relatively large number of poor people. Most of these counties belong to the 14 contiguous poverty-stricken areas (rocky desertification and large rocky mountainous areas), and are located in remote areas, close to the border, ethnic minority population aggregation or old revolutionary base areas, and are deeply poverty-stricken areas. An in-depth study on the efficiency and evolution trend of county-level economic carriers is of typical significance to the economic development and consolidation of the old, minority, border and poor areas after poverty alleviation. Many domestic scholars have studied the reality of China's regional economic development from a variety of angles and used a variety of methods. In terms of the commonly used research methods on economic efficiency, the two main methods of mathematical statistical analysis and spatial analysis are mainly combined. Jia Zhuo, Chen Xingpeng (2019)[1], Zhang Xuebo, Yu Wei, Zhang Yali, Song Jinping, Wang Zhenbo (2018)[2], Jiang Wenbo, Chai Huaqi, Feng Taiwen, Wang Jilin (2018)[3], Wei Jianfei, Cheng Di, Ding Zhiwei, Li Yanfei, Zhang Hao (2019)[4] Using exploratory spatial data analysis, Tobit model, entropy method, geographically-weighted regression, and Malmquist Index and other methods, from the country, economic belt, contiguous regions, provinces, prefecture-level cities and counties, etc. to determine and evaluate the economic development of different regions in our country. In terms of the research on development efficiency at county level, Peng Bin and Liu Junchang (2014)[5] used data envelopment analysis model (DEA) to analyze the development efficiency of underforest economy in seven counties, and Wang Chengjin, Yang Wei, Xu Xu and Liu He (2011)[6] used TOPSIS model and DEA SBM model to analyze the industrial economic development efficiency in Guangdong and Guangxi. However, the evaluation of county economic efficiency is less, and the evaluation of time or space is more, which may lead to the bias of such evaluation and understanding. It is possible to use time and space evaluation method to make up the deficiency in this aspect.

2.DATA SOURCES AND RESEARCH METHODS

2.1 Data sources and processing

Construction of evaluation index system

In recent years, scholars have begun to construct a multi-index system to evaluate the development status and spatial differences of regional economy in a more scientific and comprehensive way. Zhong Shaoying, He Ze (2016)[7], He Yan (2018)[8], Wang Xiaowen, Du Xin (2019)[9] When evaluating regional development efficiency, indicators such as finance, finance, investment, facilities, education, health, economy, industry, agriculture, and residents are comprehensively selected. In order to evaluate the efficiency of poverty alleviation at the county level in a more systematic and comprehensive way, this paper summarized it into two aspects: input and output, and selected 17 indicators as analysis variables (Table 1).

Table 1 Evaluation index system of county efficiency

<table>
<thead>
<tr>
<th>Level indicators</th>
<th>The secondary indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal</td>
<td>Public financial expenditure (ten thousand yuan)</td>
</tr>
<tr>
<td>Financial</td>
<td>Balance of loans of financial institutions at year-end (ten thousand Yuan)</td>
</tr>
<tr>
<td>Investment</td>
<td>Investment in fixed assets (ten thousand yuan)</td>
</tr>
<tr>
<td>Facilities</td>
<td>Total power of agricultural machinery (ten kilowatts)</td>
</tr>
<tr>
<td>Education</td>
<td>Primary and secondary school students per 10, 000 people</td>
</tr>
</tbody>
</table>

Input indicators
2.1.2 Index data extraction and measurement
Data are obtained according to the 17 indicators listed in Table 1, in which the county-level unit includes the regions of counties and county-level cities. All indicators were collected from China County Statistical Yearbook 2016-2018 and Guangxi Statistical Yearbook 2016-2018.

2.2 DEA model and its calculation
Based on the panel data from 2016 to 2018, this paper uses the Malmquist efficiency index method proposed by Caves et al. (1982), which can be used to measure the dynamic efficiency changes in different periods [12]. In 1989, Fare, Grosskopf, Lindgren and Ross constructed the Malmquist productivity index. In 1994, Fare decomposed the change of Malmquist productivity into Techch and Effch, representing technical change and technical efficiency change respectively, of which the change of technical efficiency (Effch) can be further decomposed into scale efficiency change (Sech) and pure technical efficiency (Techch) change index respectively.

The technical efficiency change index EC>1 indicates that compared with the period T +1, the DMU is closer to the production front, so the relative efficiency of technical change is higher, otherwise the relative efficiency is lower. The change index of pure technical efficiency, PE>1, indicates that the pure technical efficiency of T +1 period has been improved compared with that of T period, and vice versa. The scale efficiency change index SE>1 indicates that DMU approaches the optimal scale, and vice versa.

### Table 2 TFP index and decomposition in poverty-stricken counties from 2016 to 2018

<table>
<thead>
<tr>
<th>The serial number</th>
<th>County</th>
<th>Technical efficiency change effch</th>
<th>Technological change tech</th>
<th>Pure technical efficiency varies PECH</th>
<th>Scale efficiency change sech</th>
<th>Total factor productivity change TFPCH</th>
<th>Technical efficiency change effch</th>
<th>Technological change tech</th>
<th>Pure technical efficiency varies PECH</th>
<th>Scale efficiency change sech</th>
<th>Total factor productivity change TFPCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>From the county</td>
<td>1.372</td>
<td>1</td>
<td>1</td>
<td>1.372</td>
<td>1</td>
<td>1.195</td>
<td>1</td>
<td>1</td>
<td>1.195</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Mashan county</td>
<td>1.301</td>
<td>1</td>
<td>1</td>
<td>1.301</td>
<td>1</td>
<td>1.153</td>
<td>1</td>
<td>1</td>
<td>1.153</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>shanglin</td>
<td>1.138</td>
<td>1</td>
<td>1</td>
<td>1.138</td>
<td>1</td>
<td>1.130</td>
<td>1</td>
<td>1</td>
<td>1.130</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Longsheng</td>
<td>1.093</td>
<td>1.289</td>
<td>1.105</td>
<td>0.989</td>
<td>1.409</td>
<td>1.016</td>
<td>1.105</td>
<td>1.011</td>
<td>1.005</td>
<td>1.123</td>
</tr>
<tr>
<td>5</td>
<td>Nanjiang Dong Autonomous County</td>
<td>1.170</td>
<td>1</td>
<td>1</td>
<td>1.170</td>
<td>1</td>
<td>1.192</td>
<td>1</td>
<td>1</td>
<td>1.192</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Longsheng</td>
<td>1.431</td>
<td>1</td>
<td>1</td>
<td>1.431</td>
<td>1</td>
<td>1.236</td>
<td>1</td>
<td>1</td>
<td>1.236</td>
<td>1</td>
</tr>
</tbody>
</table>
According to Table 2, from the perspective of the overall average level (TFPCH), the TFP index averages are all greater than 1, indicating that the productivity of each county in 2017 and 2018 was improved compared with 2016 and 2017, and the overall relative efficiency showed an upward trend.

From the perspective of technological change (Techch), compared with the previous year in 2017 and 2018, the value of technological change in each county is greater than 1, indicating that technology is constantly improving on the whole, and technological change is consistent with the trend of TFP change. Technological change directly affects the growth rate of TFP. This indicates that technology has become the dominant factor restricting the improvement of economic efficiency in poverty-stricken counties and the improvement of economic efficiency depends on the progress of technology is an effective method. It can also be further compared with the average level of technological change to know the speed of technological progress in each county. For example, the technological change of Longan County in 2018 compared with 2017 was 1.193, while the average value was 1.236, indicating that the change of technological progress in Longan County was relatively slow.

From the perspective of technical efficiency change (EFFCH), the change of technical efficiency of all counties in the three years from 2016 to 2018 was equal to or greater than 1, and only the change of technical efficiency of Rongshui Miao Autonomous County from 2017 to 2016 and the change of technical efficiency of Rongshui Miao Autonomous County from 2018 to 2017 was greater than 1. By comparing the change of technology and the change of technical efficiency, it can be found that the technology of Longlin Nationalities Autonomous County has improved compared with that of 2017, but the technical efficiency has decreased. Technological progress in other counties also brings the improvement of technical efficiency. Since the technical efficiency can be decomposed into pure technical efficiency (PECH) is mostly equal to 1, indicating that the technological efficiency of the economic carrier of the poor counties in Guangxi did not improve significantly during the three years from 2016 to 2018. However, the average scale efficiency (SECH) remained unchanged from 2017 to 2016 and 2018 to 2017, among which, the scale efficiency of two counties showed an increase from 2016 to 2017, while the other counties remained unchanged. In 2018, compared with 2017, only Rongshui Miao Autonomous County showed an increase in scale efficiency, while the rest counties kept the same.

Table 3 TFP index and decomposition of poverty-stricken counties in each county from 2016 to 2018
According to Table 3, the TFP index by county showed a positive growth rate in all counties during the three years from 2016 to 2018, but the growth rate slowed down, among which Donglan County had the highest growth rate with an increase of 83.6%. The improvement of total factor productivity is mainly the common result of the change of technical efficiency and scale efficiency. Although the industrial technology and scale of the poor counties in Guangxi continue to improve, the technical efficiency and scale efficiency are still very low on the whole, which restricts the improvement of economic efficiency of the poor counties in Guangxi to a large extent.

### 4. CALCULATION RESULTS AND ANALYSIS AND INTERPRETATION

#### 4.1 Moran Scatter Plots

The Moran scatter plot can be used to study the instability of local space. In this paper, the abscess of the Moran scatter plot is the standardized value of per capita GDP of each county, and the ordinate is the normalized average value of the attribute values of adjacent units determined by the spatial link matrix. The four quadrants in the figure can be used to explain four different types of local spatial connection forms between an area and its surrounding areas. They are respectively: the first quadrant is "HH", which represents the spatial distribution adjacent to the low value area and the high value area, and it is a reverse polarization distribution. The third quadrant is "LL", which represents the spatial distribution of low value areas adjacent to low value areas, and it is an inefficient distribution. The fourth quadrant is "HL", which represents the spatial distribution adjacent to the high-value area and the low-value area, and it is a polarization type distribution. This paper selects the data of the three years from 2015 to 2017 to study and reveal the agglomeration phenomenon of spatial similar values and the spatial evolution process of economic differences among counties in poverty-stricken areas. The results obtained are shown in Figure 2.
Standardized value of per capita GDP at county level in 2017

2018 county per capita GDP standardized value

Fig. 2 Sperm plot of standardized per capita GDP in poverty-stricken counties of Guangxi in three years

Fig. 2 Standardized Scatter plot of per capita GDP in three years at the county level

From Moran scatter diagram can be seen that most of the part is located in the first and the third quadrant, space connection, with a positive respectively belong to HH (high) concentration and LL (low) cluster type, while the second and fourth quadrant belongs to the HL (height) and LH high (low) offer fewer types and scattered, formed the obvious space dual structure. It shows that the per capita GDP of most county economic carriers from 2016 to 2018 has a significant positive correlation in local space, and the spatial distribution is homogenized, showing the clustering among similar values. Its spatial connection is characterized by: in 2016, the county economy carrier nearly adjacent region's per capita GDP level discrete degree is high, the overall low level of equilibrium, including FaDa County (H) trend and adjacent FaDa County region, owe FaDa County (L) and owe FaDa County adjacent situation is more, show regional economic level are greatly influenced by the surrounding the regional economic development level. In the Moran Scater Chart of 2017 and 2018, all points are further concentrated to the central point, indicating that the absolute differences of regional economic development levels are narrowing. Among them, the points in the first quadrant increased obviously and showed a trend of further agglomeration, indicating that the spatial agglomeration phenomenon between Fada County (H) and Fada County was strengthened, and the gap of economic level between the economically developed counties showed a trend of further narrowing. The points located in the third quadrant decreased, and some of them moved to the first, second and fourth quadrants, indicating that the economic level of some underdeveloped counties (L) was closer to that of the underdeveloped counties (H), and the number of underdeveloped counties (L) surrounded by the underdeveloped counties (L) was decreasing. It can be seen that the state and autonomous regions and other departments have played a significant role in supporting the poverty-stricken areas.

4.2 Spatial Connectivity Local Index (LISA)

Since Moran index can only reflect the correlation of adjacent or adjacent spatial units, but cannot reflect the agglomeration between units, this paper adopts local autocorrelation Lisa index to further explore. LISA index is an indicator that reveals the difference of regional economic development in terms of time and space. It is used to measure the degree of similarity (positive correlation) or difference (negative correlation) between the research attributes of the observation area unit and its surrounding area. In this paper, the GeoDA software tool was used to calculate the Lisa value of per capita GDP of counties in Guangxi from 2016 to 2018 respectively, and draw the Lisa agglomeration map based on the Z-test (p<0.05) (see Figure 3, ranked from top to bottom in 2016, 2017 and 2018).
Fig. 3 LISA agglomeration chart of per capita GDP at county level in Guangxi

Fig. 3 LISA cluster map of per capita GDP in Guangxi

Figure 3 shows the spatial distribution characteristics of the differences of economic development levels in poverty-stricken areas and the evolution of county economic development in the study period as follows: (1) Most of the 28 state-level poverty-stricken counties in Guangxi (marked ★ in the figure) are distributed in western and northern Guangxi, mostly in the old, small, border and mountainous areas. It is located in a remote area with inconvenient transportation, weak infrastructure, fragile ecology and harsh conditions. Due to the distance from central cities, the speed of industrial and economic development is relatively slow. The industrial economic development of some counties and cities in northwest Guangxi adjacent to Yunnan and Guizhou, including Baise, Hechi and Liuzhou, is greatly restricted by geographical location and topographic conditions, and the efficiency of economic carriers is relatively low, forming a low-lying zone where the low level of economic development gathers. (2) It can also be seen from the figure that in the process of accelerating economic development, with the strengthening of poverty-supporting policies by the state, autonomous region and other departments, the long-term backwardness of some poverty-stricken areas in Guangxi has been improved, the poverty alleviation work has made periodic achievements, and some poverty-stricken areas have entered the stage of benign economic development. On the whole, although the economic correlation of areas with high economic development level is gradually increasing, the mutual influence of contiguous poor areas still exists.

5 CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion of efficiency analysis

From the change of TFP index, TFP growth is the main driving force of the county economic growth in the poor areas of Guangxi. From 2016 to 2018, TFP generally showed a positive growth trend, indicating that with the increase of input and economic growth, the productivity and efficiency of economic carriers increased. According to the data, the TFP growth of counties in Guangxi mainly comes from technological progress, while the contribution of technological efficiency and scale efficiency to the TFP growth is not obvious. From 2016 to 2018, the technical efficiency and scale efficiency of most counties remain unchanged, so the technological change has a significant impact on the economic efficiency of the poverty-stricken areas in Guangxi. Since technological change directly affects the change of TFP, and the economic carrier technology progress is obvious in the poor areas of Guangxi, but the technical level is generally low, so the lag of technological development speed is the leading factor affecting the low economic efficiency in the poor areas. The poor counties in Guangxi mainly develop the primary and secondary industries, and their economic development mainly relies on agricultural production and rough processing industry. The development of tertiary industry lags behind and has a low proportion, while the number of high-tech industries starts late and is small. Due to the shortage of scientific and technological talents and the relatively backward level of science and technology, enterprises lack of independent innovation, the industrial chain is short, and the industrial structure has not been optimized. Therefore, the efficiency of technological progress does not drive the improvement of economic efficiency enough.

5.2 Conclusion of spatiotemporal difference analysis

The difference of economic efficiency level of county economic carriers is mainly positive spatial correlation. LL types of economic carriers in poor areas have a decreasing trend, and some of them are moving to HH(high) agglomeration type, while HL(high and low) and LH(low and high) types are less and scattered. Influenced by natural conditions and historical factors, there are still impoverished areas in northwest Guangxi. With the process of industrialization, the polarization effect of economic development will be further strengthened. In addition, because some poor areas are relatively far away from central cities, the radiation-driven role of areas receiving high economic development is not obvious.

5.3 Suggestions on improving the efficiency of county economic revitalization in poverty-stricken areas

The growth of county economic carrier TFP should pay attention to the joint improvement of technical efficiency, scale efficiency and technological progress, and the influence of any single factor improvement is limited. At the same time, the industrial structure should be planned scientifically, the resource input should be allocated rationally, the economic radiation function of the developed area should be brought into play, and the surrounding county economy should be driven to develop together.

5.3.1 Promote the structural optimization of investment and improve the scale efficiency of economic carriers. We will rationally distribute infrastructure, improve the transportation system, and increase investment. The scale efficiency of economic carrier can be improved through the balanced allocation of resource elements and the realization of intensive production.

5.3.2 Increase scientific and technological input and technological innovation to promote technological progress. Focusing on the development of local industries with local characteristics and the development and utilization of superior resources, we will increase funding for scientific research and development, increase research on new and high technologies, and promote the mutual promotion and coordinated development of scientific and technological innovation and industrial innovation. Promote industrial restructuring, transformation and upgrading through key technological breakthroughs and the application and popularization of achievements. Through various science and technology revitalization programs, we will promote poverty alleviation through science and technology development and progress.

5.3.3 Further strengthen technical cooperation and promote the improvement of technical efficiency. Poverty county economy carrier total factor productivity is the key element of a TFP growth technical progress, technical
progress can undertake and learning advanced technology of the developed region and neighboring countries, poverty county technology efficiency is not obvious shows that its failed to learn advanced technology or to undertake effective absorption, application and innovation of technology. Therefore, we should focus on the transformation from technological progress to technological efficiency improvement, seize the important opportunities of China's Western Development, Guangdong-Hong Kong-Macao Greater Bay Area construction and One Belt And One Road construction, carry out cross-regional scientific research and technological cooperation, take the initiative to absorb high-quality industries and technology transfer, and promote the inflow of superior scientific and technological resources. At the same time, while ensuring that science and technology contribute to targeted poverty alleviation, we will provide scientific and technological training services to people in poverty-stricken counties, popularize advanced technologies and experience, and promote the inter-regional transfer and industrialization of scientific and technological achievements.

5.3.4 Further deepen market reform to promote the growth rate of TFP. Guangxi economy is in transition period, the need to deepen the reform of the market, improve the level of the economic subject of business management and the technical application ability, to fully stimulate the market vigor, promote effective between the various elements such as capital and labor flow, make reasonable use of existing resources and configuration, so as to promote the productivity and the improvement of TFP.

5.3.5 Establish an effective evaluation and supervision mechanism to improve the operation efficiency of economic carriers. If the development status of the economic carrier and the utilization efficiency of internal resources are not fully grasped, the effect of the supportive policies of the government may not reach the expected. In order to ensure the high quality and efficiency of government capital investment, it is necessary to establish the corresponding evaluation and supervision mechanism for industrial capital investment and the formulation of preferential policies, so as to ensure the effectiveness of financial capital investment and the rationality of distribution. At the same time, we should establish a performance evaluation mechanism, adjust the supporting policies in real time, optimize the investment structure, and improve the operation efficiency of economic carriers.

5.3.6 Accelerate the process of urbanization and actively optimize the spatial distribution and structural system of economic carriers. We will continue to strengthen infrastructure construction in poor areas and accelerate their urbanization. Through the implementation of industrial transfer strategy, the radiation and driving role of developed areas to backward areas should be enhanced.

ACKNOWLEDGEMENTS
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Abstract: Under the new situation, the government and society continue to actively explore, enhance the integration ability of students' theory and practice, improve the corresponding practice education work. On the basis of "the unification of theory and practice", according to the big ideological and political, the establishment of small classroom. Guide the students to build a strong vision, and lay a good foundation for the future development of a better society. In all kinds of social practice, know the national conditions, understand the society, innovation ideological education work point. Therefore, this paper first puts forward the main content and problems that need to be explored. Then, combining with the realistic development path, it maintains the scientific development focus, implements the foundation and finds the commonness of thinking.

Key Words: New Era; College Counselors; Work Innovation

1. PROBLEM PRESENTATION

"Practice is the sole criterion for testing truth." In the course of development in the new era, we need to find the objective development logic suitable for ourselves on the basis of Marxism and all-round development. Socialist values will be effectively infiltrated into the whole process of education and teaching, deepen the foundation, improve the quality of teaching. For college counselors, they are not only thought guides for students, but also need to improve the spirit of serving students. Counselors should be equipped with the ability of practical education, find the commonness of thinking, optimize resources, extend channels, build brands, improve mechanisms, maintain the construction of national feelings, and shape college students who meet the needs of society in the course of modern development [1]. Under the current situation, the employment pressure of college students is increasing, so it is necessary to improve the practicality in the solid professional knowledge and effectively combine these contents with modern contents. In practice, correct students' values, maintain good interaction, narrow the distance between school and society, and promote students' future lifelong development. In view of this, how to use the advantages of practice education to innovate the work of college counselors? In the current development path, many scholars need to explore the main content.

2. INNOVATION PATHS FOR COLLEGE COUNSELORS FROM THE PERSPECTIVE OF PRACTICAL EDUCATION IN THE NEW ERA

2.1 Improve students' social ability based on practice and training

For college counselors, it is necessary to improve the effective construction of practice and training bases, rationally optimize the knowledge system, and establish the practical education mechanism of school-enterprise interaction under reasonable overall planning. Based on my own actual situation, I invited people to cross the country, found the profession of the industry, analyzed the current problems, and combined with the problems, constructed the scientific extension and solution measures. Besides, it is also necessary to establish professional characteristics after investigation, attach importance to the construction of practical training and practice, and maintain reasonable process management. The campus culture and corporate culture are blended together to find the commonness of thinking and analyze the problems that may exist in the internship. Under the guidance of the counselors, I can reasonably deepen the theory, temper my will and clarify my goals. Under the organization of school leaders and head teachers, students should make reasonable overall planning in terms of ideology, teaching, life and other aspects, and let the management personnel of the enterprise give guidance to students on the site, form a unique logical thinking system, improve social practice ability and meet the needs of diversified development and construction [2]. During the internship, I also need to adhere to the four principles on the basis of thinking, morality, culture and record, and keep the state of selflessness. Go deep into the basic level, learn to analyze the problem, think about the problem, and solve the problem. To increase the interaction between universities and enterprises, meet the needs of local economic development, and enhance the intensity of employment and entrepreneurship.

2.2 Strengthen students' feelings of home and service based on social practice

For colleges and universities, it is necessary to set up the correct three views and determine the individualized group guidance on the basis of social service from the perspective of "professional study and service to the society". It is necessary to make reasonable overall planning based on the guidance of cultural confidence, improve team cooperation, maintain independent management and enhance moral cultivation. On the basis of safety, recognize the important value of safety education, dynamic grasp of the practice. For example, according to the actual situation of some colleges and universities, the theme activity of "youth heart to the party,
make contributions to the new era” has been established, which involves a wide range of activities. Under the guidance of the counselors, I can feel my thoughts, extend channels, improve my ability of actual perception, and build up my national feelings, which will provide a good foundation for my future practice. Inherit the red gene, and always care for Party members in difficulties in their daily work. Carry out innovation and entrepreneurship for college students in combination with professional advantages, and combine these with education work. Measure the loess land with steps, publicize national policies through field visits, improve the communication between students and bookkeeping, and eliminate regional restrictions. We will establish a green channel and a green platform. Free from worries and feeling the care and warmth of school and society [3]. Set up the ideal of gratitude, inspirational, complete the work goal of educating people. After that, it is necessary to combine the needs of reality with high aspirations. Guide students self-esteem, self-love and self-improvement, exercise their working ability in practical activities, realize their self-worth, enhance their sense of social responsibility, lay a solid foundation, and maintain their scientific competitiveness. It is necessary to build different thinking courses based on students’ interests and according to different majors, improve career planning, increase curriculum practice construction, clarify the direction, stimulate enthusiasm and improve the corresponding perception ability. Based on the interests of the students, find the direction, master the knowledge and skills.

2.3 To improve students’ sense of responsibility by combining community construction with volunteer services
As for counselors, they are guides on the life path of college students, and there will be interaction in many places. In order to further meet the current development path and improve the comprehensive quality of students, many colleges and universities need to strengthen management to stimulate the maximum potential of students. At the same time, it is also necessary to optimize the structure of teachers, find the right interest points, enhance the participation of students, and strengthen the optimization of theory and practice. From another point of view, counselors also need to improve the service strength of volunteers on the basis of the community and improve the effectiveness of the relevant work of the college. In addition, counselors also need to master the situation dynamically based on community activities. Students are deeply aware of the real-time dynamics of the society, maintain good thinking, establish a volunteer service base, carry out the extension in the direction of diversification, and maintain the “double harvest” of economic benefits and social benefits [4]. In volunteer service, we can also enrich the corresponding campus culture, practice the foundation of social values, narrow the distance between service projects and urban and rural construction, and set up the correct three views.

3. CONCLUSION
With the progress of society, counselors need to combine the actual situation of colleges and universities, make reasonable use of the advantages of practical education work, organically combine teachers, counselors and students in departments, subjects, strengthen the construction of theoretical foundation self-cultivation, and improve the corresponding practical ability. On the basis of comprehensive development, we should make overall planning, improve the top-level design, maintain the degree of attention, and reasonably distribute the work content. In the process of mastery, we should re-recognize the power of practice, ensure the effectiveness and innovation of counselors' work, and provide sustainable development power for the future development.

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Study on student-oriented management mode of college students, 08XSYK320.

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ACADEMIC PUBLISHING HOUSE
Abstract: With the rapid development of social economy and science and technology, the domestic education industry to strengthen the education and management of students, the use of advanced education methods for quality education development, help to improve the professional level and comprehensive quality of students. As for the education management of the economic and trade major in higher vocational colleges, due to the development of trade in social and economic aspects, there is a shortage of talents in the economic and trade major in relevant enterprises. Therefore, the combination of education and social development situation should be increased, and efficient educational development should be carried out by improving the teaching content. Among them, micro-courses play an important role in education. Based on this, this paper mainly analyzes the application of micro course in the teaching of economic and trade major in higher vocational colleges.

Key Words: Micro-Class; Higher Vocational Colleges; Major In Economics And Trade; Teaching; Application

1.INTRODUCTION
At the present stage, the domestic education industry is affected by the education level and social demand, strengthen the focus of the education and management of professional talents, through increasing the combination of the current situation of the development of the social vocational market, help to train the professional quality and strength of students, and then realize the comprehensive development of students. Means of small class education is the modern education institutions in the common way of science and technology, with more professional, scientific, intuitive, diversified way of education, raise the quality and efficiency of the development of professional education, this article mainly from the professional class before, during and after three stages to focus on, can effectively reflect the class in the application of the important role in professional education, In order to achieve the overall modernization of the education industry.

2.THE MAIN OVERVIEW OF MICRO-CLASS EDUCATION MODE
Small class education way first appeared in the overseas education at the conceptual design, learning content and quality of the students in the form of digital information for intuitive display, can change in the social life of students learning time and space limitations, and small class education way can make use of network technology, the education effectively build and share resources and activities, In this way, the optimization design of students' learning habits and modes can be realized, and the comprehensive management of educational content, educational technology, and educational application can be realized, which is conducive to improving the overall quality of professional education in higher vocational colleges [1].

In the modern education industry, micro-course education mainly refers to the teaching video as the main carrier of educational development according to the new curriculum standards and teaching practice requirements, which can directly reflect teachers' knowledge points and teaching links in the classroom teaching process, and involve the integration of various teaching resources in the teaching and learning activities. The understanding of micro-class education mode can be divided into three aspects due to the different emphasis of teachers' understanding. First, micro-class belongs to the geometry of teaching video resources; Then micro-class refers to educational courses, which integrate professional classes and present them in micro-video. Finally, micro-class is a teaching activity, and teachers complete the guidance of educational content by using micro-video to realize the educational management and guidance for students.

3.THE EFFECTIVE APPLICATION OF MICRO-COURSE IN HIGHER VOCATIONAL EDUCATION COURSES FOR ECONOMIC AND TRADE MAJORS
3.1 Apply according to the relevant characteristics of economic and trade major classes
Bilateral economic and trade professional education in higher vocational colleges mainly divided into declarative knowledge, procedural knowledge and strategic knowledge, through the deep understanding of the various types of knowledge, capable of embodying the of the economic and trade professional knowledge education and practical professional, due to social and economic market situation is changeable, so the economic and trade professional education on the solution of the need to increase for a variety of scenarios, It helps to enrich students' social experience.

3.2 Analyze the specific education forms of micro courses for economic and trade majors
Economic and trade professional education in stage of development in higher vocational colleges, generally USES the hierarchical teaching in the form of small class education on the analysis of small class education, mainly including the tuitional theme, problem solving, answering questions, experiments and the phenomenon of reflection type and other types, so teachers need to increase the
knowledge in the process of teaching and students' ability to understand accurate judgment. In this way, high-quality application of micro-lessons can be realized [2].

4. FORMULATE RELEVANT STRATEGIES FOR THE APPLICATION OF MICRO AND MEDIUM COURSES IN HIGHER VOCATIONAL SCHOOLS

4.1 Application mode of micro lesson in economic and trade major education

About in the development of economic and trade professional education in higher vocational colleges, teachers with respect to the manner of small class education mainly adopts MOOC (large open online courses), flip and blended learning class three forms, on the basis of actual need according to the students in the design of education strength and professional knowledge for effective application, thus promote the development of high quality of professional education in higher vocational colleges, Therefore, it reflects the importance of the application of micro-lesson education.

Modern education industry, the teacher education content in the design stage, in strict accordance with the education design steps for effective operation, the use of digital teaching resources are prepared ahead of time, the design of teaching process and activity, to upload and manage effectively the related education resources, so as to realize the convenient and operation activity sequences, completed the construction of a hybrid approach to learning. Therefore, in terms of educational design of higher vocational economic and trade majors, the adoption of micro-class education mode is conducive to increasing the sense of hierarchy and structure within education, and plays a promoting role in improving the quality and efficiency of higher vocational education [3].

4.2 The effective application of micro lessons in the pre-middle and post-stage of higher vocational economic and trade education

For the development of modern economic and trade professional education in higher vocational colleges, teachers can use SPOC (small-scale private online courses) small class education, through the use of SPOC niche and restrictive characteristics of education mode, to enhance students' engagement and interaction in classroom education, the purpose of improving the quality of learning and the development of comprehensive strength. Therefore, the development of micro-course in the education industry is conducive to improving the quality of teaching and realizing the personalized development of school teaching objectives. The following focuses on analysis and research from three aspects of pre-class, in-class and after-class, and focuses on the application of micro-class education.

One is the stage of pre-class education. Teachers need to build a resource base of micro-lesson knowledge points based on classroom education knowledge and students' basic strength, so as to realize the key management of learning guidance programs and exercises, require students to preview the application before class, and use the testing link of micro-lesson tools to test their comprehensive strength.

The second is the educational stage in the class. It is mainly reflected in the design of educational activities by teachers. Through professional and reasonable design of students' basic strength, professional knowledge, group structure and other aspects, the effect of professional education can be improved. Such as economic and trade professional education, the teacher asked the students according to their knowledge content, related to relevant enterprises in the development of trade decisions judgment, for the relevant information query methods may be used for auxiliary proved that the small class education way to students and teachers with the aid of sharing platform, achieve the effective investigation on students' professional strength, In this way, the stable development of the education industry can be realized [4].

The third is the after-school education stage. At this stage, teachers mainly use micro-class to arrange extended homework, and require students to conduct targeted research according to the role of teachers and study and explore the problems or key points in micro-class, which is helpful to expand students' learning thinking and train of thought, so as to realize the education and cultivation of students' thinking and practical ability.

5. CONCLUSION

To sum up, under the influence of social economy and the innovative development of The Times, higher vocational colleges in China pay more attention to and optimize professional education, which helps to realize the reasonable design and arrangement of teaching plans, form a progressive development situation, and then promote the significant improvement of higher vocational education. Economic and trade professional education development in higher vocational colleges, the school educational administration department and increase the profound study of education professional teachers, and adopts micro teaching method, to effectively design professional education application pattern, at the same time increase the professional education early, middle and late three stages of effective management, and promote the quality of the domestic education development.

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Ways to Improve College Students' Professional Cognitive Ability from The Perspective of Social Cognitive Theory -- Taking Light Chemical Engineering Major of Shaanxi University of Science and Technology as An Example

Yun Zhang  
Shaanxi University of Science and Technology, Xi'an, 710021, Shaanxi, China

Abstract: Professional cognition of college students means that students have a clear overall cognition of the training objectives, learning content and learning requirements of the major they learn, as well as the characteristics, work content and development direction of the specific career in the future. However, in the actual work, students often have academic difficulties, lack of initiative in learning, employment difficulties and other problems due to their unclear cognition of the major, unclear training objectives of the major and lack of understanding of the future employment situation of the major. This paper based on the establishment of the "PBCE" professional cognitive ability promotion model, through the setting of cognitive practice courses, scientific formulation of teaching plan; Build a high quality cognitive practice base; Implement effective monitoring and management; Three-dimensional feedback evaluation mechanism is carried out in order to improve the cognitive ability of students majoring in light engineering and correct their academic outlook and employment outlook.

Keyword: Professional cognition; Cognitive Internship Course

1. INTRODUCTION
This research adopts stratified random sampling method to select light industry college undergraduates, all grade from professional knowledge, professional identity, professional cognitive action on three aspects, such as institute of light industry 508 light chemical engineering students at present problems existing in the professional education, difficulties, and expect to solve way, explore helps students an effective way to promote professional cognitive ability, Correct students' view of study and employment.

2. ANALYSIS OF THE CURRENT SITUATION OF STUDENTS' PROFESSIONAL COGNITIVE EDUCATION
2.1 Professional cognitive education lacks systematicness and planning
As can be seen from the survey, 64.37% of students think that the current professional cognitive education is "there but scattered", 10.47% of students think that the current professional cognitive education is "systematic and comprehensive", and 18.26% of students think that the current professional cognitive education is "almost no". This indicates that most students can feel that they have received professional cognitive education and professional cognitive guidance in their daily learning life. However, no matter from the social level or from the school level, there is a lack of systematic and planned education of professional cognitive education.

2.2 High professional awareness determines the autonomy of major selection
In the survey, 50.78% of the surveyed students said that their first choice was their current major, and 64.59% of the surveyed students said that their current major was chosen by themselves. It can be seen from the choice of major, most of the students can maintain their autonomy in the choice of major and follow their personal choice will. It also indicates that students have had a preliminary understanding of the major through various ways before entering the university. Therefore, students' subjective initiative should be fully mobilized and brought into play in improving their professional cognitive ability.

2.3 The channels for students to learn professional information are diversified
Before entering the university, students have diversified channels to understand and choose majors. From the perspective of the tendency of choosing, it is increasingly obvious that students can independently understand major information through entrance examination guides, network media and other channels, and students are more and more active in major selection and cognition. The information channels that these two students focus on are also the main channels for our follow-up cognitive education of students.

3. ANALYSIS OF THE INVESTIGATION RESULTS ON THE STATUS QUO OF PROFESSIONAL COGNITION OF STUDENTS MAJORING IN LIGHT CHEMICAL ENGINEERING
At the level of "professional awareness", students have a basic understanding of the professional skills to be trained and mastered, the specific occupations corresponding to the major, the specific advantages and limitations of the
major, and whether the major is suitable for them. However, they are relatively inadequate in understanding the training plan and learning requirements of the major, as well as the research hotspot and development trend of the major. In terms of "professional identity", more than half of the students believe that the deeper they study, the stronger their professional identity will be, while one-third of the students are not sure or think they want to change their major. At the level of "professional cognitive action", professional cognitive action is not only the embodiment of students' high professional cognitive consciousness, but also the main driving force to form deep professional cognition.

4.EFFECTIVELY IMPROVE THE WAYS TO IMPROVE THE COGNITIVE ABILITY OF STUDENTS MAJORING IN LIGHT CHEMICAL ENGINEERING

4.1 Improve students' professional cognitive ability according to the needs of professional cognitive education in different grades

Combined with the characteristics of curriculum setting and the mature characteristics of students' cognition, professional cognitive education should set up teaching tasks according to different grades. According to the investigation of the cognitive status and needs of middle school students on different levels of "professional knowledge", "professional identity" and "professional cognitive action", we can adopt the form of "setting up all grades and focusing on different grades" to strengthen professional cognitive education. Specifically speaking, the freshman year is mainly focused on professional knowledge. The focus can be on strengthening students' perceptual knowledge and information understanding of the major through channels such as freshman professional education, cognitive practice, peer communication, and professional development history, so as to cultivate students' sense of professional identity and professional action direction. Sophomores and juniors focus on cultivating professional identity, focusing on strengthening students' in-depth and rational understanding of the major through professional cognition practice, production practice, alumni forum, professional-based social practice, enterprise visit and other forms, and improving professional identity [1]. The senior year focuses on the cultivation of professional cognition action, and focuses on consolidating the sense of professional identity of students. Through holding outstanding graduates' sharing meeting, enterprise managers' information meeting, job hunting competitions and other activities, students are guided to master professional skills, go deeper into the employment of professional related industries, strengthen professional competitiveness, and firm professional understanding.

4.2 Clarifying the training contents according to the requirements of major setting and the direction of major development, so as to enhance students' sense of professional identity

Of light chemical engineering professional ability structure analysis and the combination of light according to the requirement of choose and employ persons, need according to the professional students' professional ability training and market demand to establish the basic system, so that students fully understand the professional knowledge, professional skills and professional future, guide the student to combine professional situation and its own demand match, improve the students' professional identity. The light engineering major should build a "one main and two wings" training framework with vocational ability cultivation as the main line and professional ability and key ability as the foothold, which is the most basic cognition of the current student ability structure system [2]. Professional competencies and key competencies are matched and balanced.

4.3 Adjust the curriculum structure, pay attention to the cultivation of practical ability, and improve students' professional cognition and action power

First, the school should conduct in-depth research on industries and enterprises, timely grasp the technological trends of enterprises, understand the changes in professional ability requirements for talents in the light engineering industry, accurately grasp and predict the future talent requirements, so as to adjust the curriculum setting. Relying on the light chemical related process design, production control, product development, aspects such as courses, professional analysis and determination on the practical working process oriented "to set the curriculum content, curriculum reconstruction as above to real integration course, make an organic combination of professional theory and professional practice class, innovative talent training mode, curriculum system according to the power system reconstruction, In this way, a scientific and reasonable curriculum structure belonging to the trinity of "professional quality, professional knowledge and professional skills" for the specialty of light chemical engineering is constructed [3]. Second, increase the proportion of practical teaching. Colleges and universities should make it clear that theoretical courses should be coordinated with practical teaching, appropriately increase the proportion of practical teaching hours, and improve students' practical ability and theoretical application ability [4]. Internship in off-campus enterprises is an indispensable part for students to acquire vocational skills. Through in-school practical training, the production processes are linked together to deepen the understanding of theoretical knowledge and strengthen skill training; Through the off-campus internship in enterprises, students can combine theory with practice with problems in the workshop, which can improve their ability to learn theory with practice, and also enable students to have a direct concept of major-related work and enterprises. Third, improve the teaching means. In teaching, multimedia and other advanced teaching means are fully used to change the traditional teaching methods and improve students' interest in learning. Experts and alumni with rich experience in the industry can be invited to give special lectures to tell students about the paper industry and the actual situation and development trend of the light chemical industry based on their own experience and work experience. The traditional teaching of teachers is transformed into that of
entrepreneurs in the classroom, and their voices of the communication industry are used to guide students to correctly understand and firmly choose majors [5].

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Research On the Present Situation and Development Countermeasure of Physical Education in Higher Vocational Colleges

Lei Chen
Henan Polytechnic Institute, Nanyang, Henan 473000, China

Abstract: At present, the development speed of quality-oriented education is fast, the physical education in higher vocational colleges is facing a development dilemma, which leads to the effect of physical education in higher vocational colleges is not obvious. In view of this teaching situation, it is necessary to combine with the actual situation to formulate development countermeasures, in-depth analysis of the influence of many factors in the teaching process, and constantly optimize and improve the deficiencies in the process of physical education, so as to effectively enhance the overall quality of physical education in higher vocational colleges. This paper will discuss the current situation of physical education in higher vocational colleges, and put forward the corresponding development countermeasures, hoping to provide valuable reference for related research.

Key Words: Higher Vocational Colleges; Physical Education Status Quo; Development Countermeasure

1. INTRODUCTION
With the development of physical education in higher vocational colleges, the promotion of quality-oriented education has brought new space for the development of physical education, which makes the traditional physical education mode unable to meet the needs of current physical education, and seriously reduces the effect of physical education in higher vocational colleges. Therefore, in order to promote the reform of higher vocational physical education teaching, we should explore a new physical education teaching mode, carefully analyze the problems existing in the current physical education teaching, and then use the correct physical education teaching mode to continuously improve the quality of physical education, so as to promote the overall development of higher vocational students.

2. PROBLEMS IN PHYSICAL EDUCATION TEACHING IN HIGHER VOCATIONAL COLLEGES
2.1 There is no clear positioning of physical education
At present, there are some problems in physical education teaching in higher vocational colleges. For example, there is no clear orientation of physical education, which affects the direction of physical education teaching in higher vocational colleges. In recent years, the enrollment scale of higher vocational colleges is getting larger and larger. After the implementation of the enrollment expansion policy, there are more and more students in higher vocational colleges, which makes physical education become an important course content. However, when carrying out physical education teaching, some higher vocational colleges do not design clear positioning links, and do not combine with the actual level of students, which leads to too rigid talent training model, which is not conducive to the effect of physical education teaching in higher vocational colleges.

2.2 Weak consciousness in physical education teaching
The quality of PE teaching in higher vocational colleges has a close relationship with the school leaders. Many teachers do not pay enough attention to the development of PE teaching, and there is a weak awareness of PE teaching, which will reduce the quality of PE teaching in higher vocational colleges over a long time. Some higher vocational college leaders do not realize the importance of physical education teaching, there is a great deviation in understanding, which leads to the actual work is easy to be affected by various factors, resulting in the higher vocational college physical education teaching quality is not high situation.

2.3 Physical education content design is not scientific
At present, the teaching of physical education in the content design, not enough scientific problems are mainly influenced by traditional ideas, that is the main action on physical education teaching, on organization link there are unreasonable and unscientific problems, unable to effectively improve the quality of physical education teaching, which leads to the teaching contents of physical education lack of interest, to dispel the participation enthusiasm of students. With the development of the new era, students pursue individual development, and the lack of physical education content will affect the learning efficiency of students, such as the repetition and single design of the course content, which has a negative impact on the cultivation of students' interest in learning [1].

2.4 Physical education teaching funds are insufficient
For higher vocational physical education teaching work, need plenty of funds for sports teaching support, lack of financial support, but some higher vocational colleges in infrastructure construction is not perfect, resulting in physical education learning environment is not good, unable to provide students with the perfect learning conditions, it is of the higher vocational colleges and universities sports teaching work smoothly caused some obstacles.

2.5 The evaluation method is not scientific
In higher vocational physical education teaching work, the selection of evaluation method is very critical, through the scientific evaluation can effectively enhance the effect of physical education teaching, help to improve the deficiencies of teaching work. However, at present, some
higher vocational colleges do not pay enough attention to the development of physical education teaching evaluation, and the evaluation methods are not scientific enough, which affects the daily learning of students, is not conducive to the standardization of students' sports movements, and ultimately leads to the difficulty in comprehensively improving the comprehensive quality of students [2].

3. DEVELOPMENT STRATEGY

3.1 Strengthen the importance of physical education teaching
In order to promote the development of physical education in higher vocational colleges, it is necessary to pay more attention to physical education and constantly strengthen the ideological consciousness of school leaders, so that they can realize the importance of physical education and make clear the direction of physical education. First of all, we should strengthen the innovation of physical education teaching concept, let the physical education teachers can take a scientific teaching method, and design the teaching content consistent with the reality, to ensure the rationality of physical education teaching, strengthen the guidance to vocational students, in order to standardize the students' learning of physical education skills. Secondly, it is necessary to clarify the subject status of students and pay attention to the professional needs of students, so as to enhance the learning enthusiasm of students and encourage them to more actively participate in the physical education teaching in higher vocational colleges [3].

3.2 Strengthen the innovation of physical education teaching in higher vocational colleges
In order to improve the level of physical education teaching in higher vocational colleges, it is necessary to innovate the traditional teaching methods in time, adhere to the principle of "advancing with The Times", and design the physical education content consistent with the actual teaching, so as to meet the actual learning needs of students in higher vocational colleges. In the innovation of higher vocational physical education teaching content, students can choose favorite sport for design, let the students can choose according to their interests, such as tai chi, badminton, provide wide learning space for students, encourage students to reduce the pressure of their own learning, so as to achieve the purpose of improving the capacity of students' quality. In addition, the innovation of higher vocational physical education mode can also further enrich the content of physical education, help to promote the stable development of higher vocational physical education, and then enhance the practicability of physical education.

3.3 Increase the investment of physical education funds
In order to promote the further development of physical education in higher vocational colleges, it is necessary to increase the investment of physical education funds so as to meet the actual needs of physical education. Therefore, leaders of higher vocational colleges should fully realize their guiding role, increase the financial support for physical education teaching, and build perfect basic teaching facilities, so as to encourage students to participate in sports activities in a good environment, which is conducive to mobilizing students' enthusiasm for participation, so as to provide guarantee for students' future study. In addition, we should pay attention to the construction of PE teachers' team, try to choose PE teachers with rich teaching experience and high personal quality for students, so as to improve the overall quality of PE teaching.

3.4 Evaluate students' learning scientifically
In the process of the teaching of physical education, the need to pay attention to the scientific evaluation of student learning, in many ways, the evaluation is scientific, reasonable, such as the students' physical quality, sports skill learning situation, etc., the sports theory is an important evaluation of the project, and combining the students' attendance, exercise habits, such as evaluation, enhance the scientific nature of the physical education teaching evaluation, strengthen students' awareness of participation, and then achieve the purpose of arousing students' learning enthusiasm.

4. CONCLUSION
At present, the development of physical education teaching in higher vocational colleges is not perfect enough, and all aspects still need to be improved and optimized. Therefore, it is necessary to strengthen the research on the development countermeasures of physical education teaching, so as to achieve the improvement of the level of physical education in higher vocational colleges. Part in view of the current education development environment, not enough attention to physical education teaching work in higher vocational colleges, this causes the sports teaching work deepen reform is not enough, so we must strengthen to the sports teaching work seriously, innovation of scientific teaching methods, to create a good learning atmosphere for students, so as to realize the comprehensive development of students.

REFERENCE
Research On the Construction of Effective Linkage Curriculum System Between Middle And Higher Vocational Education -- Taking The Specialty Of Cooking Technology And Nutrition In Changyuan Cooking Professional Technical College As An Example

Yinhong Zhao, Qianqian Tan, Hongying Li
Changyuan Cuisine Vocational and Technical College, Xinxiang, Henan 453400, China

Abstract: With the development of society, the demand for senior professional skills is increasing. Many outstanding secondary vocational students enter higher vocational education after graduation. The key point of the connection between middle and higher vocational education is course connection, while the core of the connection between middle and higher vocational education in culinary vocational colleges is curriculum, so as to realize curriculum standardization and ensure the cultivation of high-quality culinary talents. Taking the major of cooking technology and nutrition in changyuan culinary college as an example, this paper introduces the educational background of course connection between middle and higher vocational education, analyzes the current situation of course connection between middle and higher vocational education, and puts forward the construction strategy of course connection system between middle and higher vocational education from the aspects of course standard and course content.

Key Words: Curriculum Linkage In Middle And Higher Vocational Schools; System Construction; Major In Culinary Technology And Nutrition

1. INTRODUCTION

With social and economic development, the scale of vocational education continues to expand, adapting to the adjustment of industrial structure, and the education structure builds a bridge between middle and higher vocational education. The Ministry of Education has issued relevant documents to point out specific guidance on professional teaching standards. Higher vocational education started in the 1980s. At present, with the continuous development of China's catering economy, secondary vocational graduates of cooking major enter higher vocational colleges for further study and become senior culinary talents. Cooking higher vocational education is an extension of secondary vocational education. Cooking secondary vocational students need to further their studies in higher vocational colleges if they want to improve their comprehensive quality. The connection of middle and higher vocational education needs many efforts, including the connection of teaching management system, curriculum system and teaching content, among which the key is to realize it through the connection of curriculum system.

ACADEMIC PUBLISHING HOUSE

2. CONNECTING BACKGROUND OF MIDDLE AND HIGHER VOCATIONAL COURSES IN CULINARY VOCATIONAL COLLEGES

Since the 1970s, the terminality of vocational education has been broken in many countries, and the connection between middle and higher vocational education in the development of China's culinary vocational education has become a hot issue of general concern in the society [1]. Under the State Council's decision on the reform of vocational education development, higher vocational education to strengthen the cohesion, provide comprehensive general education communication courses in high school education experiment, culinary vocational colleges in higher vocational course in higher vocational colleges to realize training target courses in dominant, take mutual integration of progressive way, maximize the teaching efficiency of education reform. The connection of courses between middle and higher vocational cooking colleges is related to the long-term development of cooking vocational education in China.

2.1 Connecting culinary vocational education conforms to the requirements of vocational education development

The connection of higher vocational courses in cooking vocational education is of great significance, which is reflected in the needs of the development of social catering industry for cooking professionals, the requirements of the long-term strategic development of vocational education, and conducive to promoting the development of vocational and technical talents. After the reform and opening up, China has realized the strategic transfer with economy as the center, which has changed the talent knowledge structure in various industries. Due to the single mode of running higher education in China, the shortage of high-quality talents has become an important problem at present [2]. The party and government put forward to develop higher vocational education vigorously and establish the legal status of higher vocational education through the implementation of vocational education law. The State Council's decision on promoting the reform and development of vocational education calls for the establishment of a curriculum system linking secondary and vocational education. Strengthening the connection between middle and higher vocational courses is the need of developing vocational education under the new situation. With the development
of China's economy, the proportion of the tertiary industry in the whole national economy is gradually increasing, and the trend of the catering market is promising. On the one hand, the increase of catering employment requires a large number of culinary professionals to be added to the catering enterprises. On the other hand, the traditional food gradually enterprise production. These changes, we need to adjust the existing curriculum system to adapt to the development of the catering industry. It is necessary to accelerate the construction of curriculum system of cooking vocational education connecting middle and higher vocational education.

2.2 Connecting courses of culinary vocational education is conducive to cultivating high-quality culinary talents

The culinary higher vocational education in developed countries has a long history of development, and the teaching content is adapted to the development of enterprises. The cultivation of highly educated culinary talents plays an important role in the development of the catering industry [3]. China's catering industry is subject to the competition of the world catering market, so training catering talents to meet the needs of modernization needs to implement course linkage. At present, the catering industry is short of talents with higher cooking skills and kitchen management experience. Few cooks in the traditional catering industry become senior executives. Higher vocational education of cooking requires students to continuously improve cooking through professional learning and accumulate business management experience. The connection between middle and higher vocational courses in culinary vocational colleges provides support for training senior catering talents.

3. THE CURRENT SITUATION OF THE CONNECTION CONSTRUCTION OF MIDDLE AND HIGHER VOCATIONAL COURSES IN COOKING MAJOR

At present, the curriculum system of middle and higher vocational education in foreign countries has been well developed. The curriculum standards include the unified curriculum formulated by the state and the classified curriculum standards formulated according to the requirements of senior high schools [4]. Since the 1990s, China has accelerated the reform of vocational education, but it has not yet developed the national interlinked courses. Different schools of cooking major have different cooking courses. Since the establishment of culinary higher education in the early 1980s, China's culinary higher education has begun to take shape, and the names of culinary education majors are different in different stages of development. Changyuan Cuisine Vocational and Technical College has actively explored the connection between middle and higher vocational courses in the aspects of training objectives, curriculum setting and teaching content.

3.1 The curriculum objectives of cooking vocational education are not clear

The cultivation goal of cooking course is the embodiment of the national education goal of cooking specialty course, which determines the development of higher vocational colleges in cooking vocational colleges. Before the 1980s, cooking vocational education was mainly established by the Ministry of Education, and its goal features were to train catering professional workers. With the development of society, the original educational model loses its advantage. Some cooking vocational technical schools have not changed the training objectives of the curriculum, which limits the development of the school [5]. Changyuan Cuisine Vocational and Technical College has obvious professional characteristics, and its training objectives are adjusted with the development of the society, providing support for the development of catering industry and training of high-quality applied professional skills. Cooking courses include course structure and development. Cooking courses form a basic framework around training objectives, and build a professional course model to highlight the integrity of knowledge system.

3.2 The connection course of cooking vocational education is unreasonable

There are different levels in cooking vocational education, and the course structure includes cultural basic courses and professional skills courses. There are some problems in the connection of cooking vocational education curriculum, such as the disconnection of basic cultural courses. Performance is cooking secondary vocational school by ordinary high school weak school improvement, most cities cooking secondary vocational school without admission score line, resulting in a reduction in the number of students. According to the nature and task requirements, the curriculum content system of cooking vocational education is organized by professional quality. Under the influence of higher vocational education, the arrangement of cultural basic courses refers to high school courses, which leads to the disjointed curriculum setting. There are some problems such as repetition of teaching content in the course connection of cooking and nutrition specialty.

3.3 Backward teaching materials of culinary vocational education linkage courses

For many years, all kinds of education curriculum mode in China has been subject mode. The advantage of subject centered curriculum mode is that it is beneficial to students' knowledge transfer. However, there are some shortcomings such as overemphasis on knowledge systematicness and interdisciplinary independence. The existing disciplinary courses can not meet the needs of cooking and catering management talents in higher vocational education. Changyuan Cuisine Vocational and Technical College should innovate the mode and consider the orientation of related courses as a whole. There is a lack of unified teaching materials for cooking vocational education in middle and higher vocational education. Due to the lag in the research of teaching materials for curriculum construction in middle and higher vocational education, the content of teaching materials is repeated.
mainly through independent enrollment, and 3+3 education linkage mode is implemented in middle and higher vocational teaching, but there are many problems in personnel training objectives, skills training and other aspects in the linkage of curriculum system in middle and higher vocational education. The main reasons include unclear training objectives, lack of transition of basic courses, outdated curriculum model, and weak cooking teachers. It is necessary to ensure the healthy development of professional education, to link up courses in curriculum setting, training objectives and so on, so as to promote the link up and development of cooking vocational education.

4.1 Defining personnel training objectives and specifications

The key point of the connection of middle and higher vocational education is the connection of the goal and specification of talent training. The training objective is the premise of the connection of middle and higher vocational education courses. The training objective of middle and higher vocational cooking vocational schools has many commonalities, which pay attention to the cultivation of students' vocational ability and the application ability of students' vocational skills. The secondary vocational education of cooking emphasizes that students master the basic operational skills of cooking and the cultural knowledge required by the occupation. Cooking higher vocational education is higher than secondary vocational education to cultivate technical talents. With the goal of acquiring professional ability, it aims to cultivate senior application-oriented talents who master mature cooking technology theories and are qualified for professional posts after graduation. Changyuan culinary vocational and technical college in cooking process and nutrition professionals, by hiring professional teachers in higher vocational colleges and the catering enterprises in the technical personnel of cooking industry development status and trend, graduates from jobs and in-depth research and analysis on the typical work tasks, make joint and clear respectively in the higher vocational cooking class professional talent training objectives and tasks, Jointly discuss the enterprise's demand for professional talents, employment positions and the structure of knowledge, ability and quality that should be provided in the two stages of middle and higher vocational education, so as to ensure the suitability and linkage between them. On the basis of this, schools and enterprises jointly formulate talent training programs, organize and arrange education and teaching contents, and ensure the realization of talent training objectives at all stages.

4.2 Improve the integrated curriculum system in middle and higher vocational schools

The realization of training objectives needs to be implemented through a perfect curriculum system. The link between middle and higher vocational courses in cooking vocational education should break the educational form of each system, reorganize the courses according to the requirements of cooking vocational skills, develop the teaching syllabus of the comprehensive culture courses in middle and higher vocational education, and summarize the basis for the determination of curriculum setting and teaching content. In practice, Changyuan Cuisine Vocational and Technical College has set up a professional teaching steering committee composed of catering enterprises and industry experts to determine the professional intelligent quality structure and arrange the core professional curriculum system in line with the educational rules. In view of the training of cooks in the secondary vocational stage, module teaching method is adopted in the skill training, and the problem of professional course connection is solved by the teachers of middle and higher vocational schools attending and evaluating each other's lessons. According to the requirements of professional personnel training at different stages, according to the concept of "based on work process", following the career growth law of "from completing simple work tasks to completing complex work tasks", the school, school and enterprise cooperation to build a curriculum system connecting middle and higher vocational education. Cooking courses in secondary vocational schools focus on foundation and application, so that students can initially establish a career concept. Higher vocational cooking courses emphasize practice and innovation, and students are encouraged to exert subjective initiative in real or simulated work scenarios.

4.3 Optimize the content of teaching courses

Perfect course system needs reasonable course content to enrich. Cooking vocational schools offer public courses, including foreign language, etc. The connection of public courses in cooking vocational schools is related to the successful completion of students' courses in higher vocational schools. Most secondary vocational schools offer English courses for two years in three years, and it is difficult for 3+2 students to learn junior college English in higher vocational colleges. The fundamental reason is the lack of public curriculum standards for middle and higher vocational courses of cooking major, the complete unified curriculum standards for general education in China, and the lack of unified curriculum standards for vocational education. The major of Cooking Technology and Nutrition in our college gives full play to the role of school-school cooperation and school-enterprise cooperation to jointly develop interlinked curriculum standards, which not only avoids the repetition of curriculum content in middle and higher vocational schools, but also broadens and deepens curriculum content, so as to truly realize the continuity, logic and integration of curriculum content convergence.

Secondary vocational students are promoted to corresponding higher vocational colleges. Professional basic courses set in the secondary vocational stage of cooking should be extended to the higher vocational stage. Curriculum setting standards should be unified, professional teaching materials should be compiled uniformly, and the content of teaching materials should be optimized to promote the phased development of students in cooking vocational colleges.

5. CONCLUSION

The key point of the connection of middle and higher
vocational education is the connection of the goal and specification of talent training. The core of effective connection of cooking education in middle and higher vocational schools is the connection of curriculum and teaching content. Secondary and higher vocational education is an important part of modern vocational education. Only by constructing reasonable course system connection and integration can we open up the development channel of integrated technical talents in secondary and higher vocational education. Under the integration of middle and higher vocational education, the teaching of cooking technology and nutrition major brings new challenges to teachers. Teachers should actively improve teaching methods and constantly optimize the curriculum setting. Changyuan Cuisine Vocational and Technical College should continue to learn from the advanced experience of high-level vocational colleges, continue to explore and improve the level of teaching management, and improve the quality of school characteristics. Continue to explore the construction of the linkage system between cooking technology and nutrition major courses, solve the problems existing in the linkage course construction between middle and higher vocational cooking major, and promote the cultivation of high-quality cooking skills.

ACKNOWLEDGMENT

REFERENCE
Research on the Reform of Ideological and Political Teaching in Postgraduate Curriculum

Jian Gang
Dalian Ocean University Graduate School, Dalian 116023, Liaoning, China

Abstract: Ideological and political education has always been an important ideological and theoretical course in China's colleges and universities. As the main channel of cultivating high-quality talents in our country, strengthening ideological and political education is an important teaching goal to effectively promote the cultivation of positive and correct values and moral accomplishment of graduate students. However, at the present stage, there are still some problems in the teaching process of postgraduate ideological and political courses in China. This paper takes the ideological and political teaching of postgraduate courses as the main research object and analyzes the reform methods of ideological and political teaching of postgraduate courses emphatically.

Key words: Postgraduate; Ideological and political; The teaching reform

1. INTRODUCTION
Postgraduate is a relatively high-level education system in our country at the present stage. In recent years, with our country paying more and more attention to education, the number of graduate students in colleges and universities is expanding. In the process of carrying out the education work for the graduate students, the course ideology and politics, as an important course that can carry on the further ideological and political education to the graduate students and improve their ideological and cognitive level, plays an increasingly important role in the education curriculum system of the graduate students. If we want to analyze the reform methods of ideological and political education of graduate courses, we must first understand what effects the reform of ideological and political education of graduate courses can have on graduate students.

2. REFORM OF IDEOLOGICAL AND POLITICAL TEACHING IN POSTGRADUATE COURSES
2.1 Curriculum Ideological and Political Courses
There are some differences between ideological and political course and ideological and political course in teaching methods and means and teaching content. Ideological and political courses are mainly based on the socialist ideological and political theory system in China, and a special ideological and political course is set up separately in college courses to carry out the teaching work [1]. The course ideology and politics is mainly based on the teachers in the normal teaching process to teach students the relevant professional theoretical knowledge, at the same time, imperceptible to the students to pass the correct ideological and political concepts, so as to achieve the training of students professional knowledge ability and moral quality of the teaching goal of all-round development.

2.2 Significance of ideological and political teaching for graduate students
Compared with the tedious and boring teaching contents of ideological and political courses, the ideological and political teaching work of courses can be combined with more vivid life reality in the actual development process, so that it runs through the whole teaching process of students' professional courses. This can not only improve students' ability to integrate theory with practice, but also enable students to be influenced by correct values unconsciously [2]. For graduate students, the ideological and political teaching of the course can not only achieve the above functions and objectives, but also help them form a more positive learning attitude in view of the long professional practice time of graduate students, so as to better help them complete the learning tasks of graduate students.

3. SPECIFIC METHODS OF IDEOLOGICAL AND POLITICAL TEACHING REFORM OF GRADUATE COURSES
Although curriculum ideological and political teaching plays an important role in the curriculum education and teaching system of graduate students, there are still some problems in the actual development process of curriculum ideological and political teaching of graduate students in our country at present. As a result, both the level of ideological and political teaching work and the teaching effect have not been significantly improved. In order to make the ideological and political teaching work of postgraduate courses play a certain role in improving students' ideological values, it is necessary to reform the existing ideological and political teaching work of postgraduate courses. The following is a specific analysis of several methods of ideological and political teaching reform of postgraduate courses:

3.1 Optimize the specific content and setting of teaching objectives of course ideology and politics
The fast-paced development of modern society puts forward higher training requirements for talents. Postgraduates, as an important channel for cultivating high-quality talents in China, should pay more attention to the guidance and cultivation of correct ideological values of postgraduates while cultivating their more professional knowledge, ability and level. In order to meet the requirements of modern society for talents cultivation and development, and at the same time in order to let graduate students in the process of learning to enrich themselves, improve their value, on course education of graduate students in the process of teaching reform, the will optimize the education the specific content of the course...
In view of the nature of ideological and political teaching, the first thing we should pay attention to in the process of reform is the matching between the content of ideological and political teaching and the content of postgraduate professional courses. In this regard, when optimizing the specific content and teaching mode of the ideological and political courses of graduate students, we can realize this goal by establishing interdisciplinary courses. The construction of interdisciplinary courses can not only realize the effective integration of educational and teaching resources used by universities for graduate courses, but also effectively combine the educational and teaching contents with the cutting-edge educational research achievements of relevant majors. While optimizing the content and objectives of ideological and political teaching courses, it can effectively improve the ideological and moral quality and professional ability level of graduate students.

3.2 Innovate the educational mode of ideological and political courses
Science and technology constantly improve the level of the change of teaching methods for our country education system provide a powerful conditions, at present, more and more teachers will be micro lesson, lesson for course mechanism is introduced into the classroom teaching process, such as in the education teaching work to carry out the goals at the same time, can be targeted to the cultivation of the student to carry on the knowledge and ability. Based on this historical background, in the process of reforming the ideological and political teaching of graduate courses, teachers can combine the curriculum knowledge of related majors of graduate students with the reality of life with the help of modern science and technology if they want to innovate the education mode of ideological and political courses. Through the way of subject research, students can not only get the cultivation of relevant moral quality in the process of independent inquiry, but also make sufficient preparation for their own study and research tasks.

3.3 Strengthen the connotation construction of the curriculum
In the graduate course in the education teaching goal, for the cultivation of the graduate students actively correct ideas values include not only to make students form the correct conception of looking at things, more important is to let students to in the process of study and research with the right values related to the influence to promote the continuous professional academic study. And can keep a positive and optimistic learning attitude and innovative ideas in the process of continuous learning. Only in this way can China's graduate education and training system give full play to its value, and promote the further improvement of China's graduate education system while ensuring the effect of ideological and political teaching.

3.4 Improve and perfect the curriculum teaching evaluation system
Teaching evaluation system is an important basis to test whether education and teaching work plays a role in talent training. No matter in which stage of education and teaching work all need timely teaching evaluation and feedback to carry on the continuous improvement and development of teaching work. For the ideological and political teaching of postgraduate courses, to perfect the existing evaluation system of ideological and political teaching should not only adjust the assessment method of ideological and political teaching of courses according to the development direction of the education system, but also expand the content and scope of evaluation to the whole teaching process.

4. CONCLUSION:
To sum up, the reform of ideological and political teaching of postgraduate courses is an important reform that can effectively improve the ideological and moral level of students and produce good moral effects. After analyzing the specific methods of ideological and political teaching reform of postgraduate courses, it can be concluded that the most important thing is to keep the contents and methods of ideological and political teaching reform of postgraduate courses with The Times in order to make the ideological and political teaching of postgraduate courses conform to the characteristics of modern social development. Only in this way can the ideological and political teaching of the course play a greater role.

REFERENCES:
Research On the Innovative Application of Psychology in Vocational Education

Xiaoyan Jiang
BaoTou Railway Vocational & Technical College, BaoTou 010010, Inner Mongolia, China

Abstract: Psychology can grasp people's inner thoughts from the subtle aspects of daily speech and action. In the current social background, psychology has been used in many fields, not only can analyze the psychological state, but also can carry out scientific management and control, so as to alleviate the contradictions between people. Based on this, this paper focuses on the combination of disciplinary characteristics, creating a harmonious atmosphere and other aspects of the innovative application of psychology.

Key Words: Psychology; Field Of Vocational Education; Combined With Subject Characteristics

1. INTRODUCTION
With the development and progress of The Times, vocational education is facing a very strict test. In order to solve the crisis, we need to change the way of thinking, so as to promote the improvement of the overall model and make it more suitable for the needs of the contemporary society. Therefore, it is necessary to integrate psychology into it and master the psychological state of personnel, so as to develop scientific and reasonable solutions.

2. COMBINE THE CHARACTERISTICS OF DISCIPLINES
When teachers use psychological knowledge in school, they need to guide students to establish positive personality gradually by combining their own teaching characteristics of the subject. Positive personality mainly means that students can not think from a negative point of view in the process of thinking and solving problems. Teachers can make students learn to think about the core of problems from a positive perspective through correct guidance in daily classes, and solve puzzles in a pleasant environment, so as to increase their own life experience. For example, when teaching specialized courses, teachers should properly add positive sentences, teaching terms and light-hearted sentences to ask questions, such as "please let your brain turn and seriously think about the solution of this problem".

3. CREATE HARMONY
When secondary vocational teachers make full use of psychology in the teaching process, they can create a harmonious and warm atmosphere, improve the relationship between teachers and students, and create a harmonious and happy classroom environment. By constantly increasing their affinity and appeal in daily teaching work, students can occasionally feel happy and harmonious in the process of contact with themselves, and thus gradually improve the overall atmosphere inside the class. For example: the famous psychologists, Carson mihajlovic had expressed "happiness flow", and said "happy mood is mostly appeared in a think a difficult challenge, but it is the most worth the effort and thought is happy things, its own physical strength and intelligence to maximize moment, is the so-called" happiness ". Through his continuous research, he found that when a group is full of this idea, it will produce unconscious psychology, which can reduce the negative emotions such as fear, inferiority and sadness when doing things, and thus create a harmonious and happy atmosphere [1].

4. ADD PSYCHOLOGICAL COUNSELING
In the process of psychological counseling, it is necessary to pay attention to the friendliness, especially when the students state the inner secrets and problems to the teachers, and thus produce some concerns and obstacles. Under normal circumstances, most students will choose their close friends to confide in their puzzles and problems. In order to improve the helping effect of psychology on students, some backbone personnel can be selected and used among students to participate in counseling activities to achieve the goal of strengthening the effect. In the face of a small number of students with psychological barriers, teachers should maintain sufficient patience and carefulness, and carry out scientific counseling, so as to solve the problems of inner obstacles.

5. IMPROVE THE TEACHING CONTENT
Teaching of each subject need to keep on time to apply the concept of even in secondary vocational school teaching process, still want to insist, let the psychology of students in education and teaching methods, are no longer restricted to basic theoretical knowledge and course learning, can also through the rational use of computer, multimedia and other auxiliary equipment, To show the corresponding case content and the real solution results to students, so that they have a certain perception, so as to find a suitable solution. At the same time, teachers can also lead students to participate in social practice activities, so that they can feel the important role of psychology in real life, so as to deepen their understanding of the purpose of this subject. Teachers should not only impart professional knowledge, but also teach some ideological and moral theories, so as to help them establish a correct view of the three.

6. REGULAR PSYCHOLOGICAL TESTS
After a period of time, students should be investigated about their mental health, and the corresponding file content should be created by using the form of questionnaire survey. This way can not only grasp the status and characteristics of psychological development, but also find out the obstacles in their psychology in time, so as to provide convenience for the teaching work, management control and moral education carried out by
the school. Through the timely counseling of students with psychological disorders, to make its existence of a variety of psychological needs, by varying degrees of change and optimization.

7. IDENTIFY PSYCHOLOGICAL TRIGGERS

The content of the "need theory" needs to be clarified before the psychological inducement can be defined. The theory is mainly the desire of the existence and the heart, no matter in life, work, or in the process of learning, will because of stimulus and external objective factors, and in their inner demand change, and as a key base, inner activities into practical action, so as to realize the practice, also it can be understood as the source of all action.

People's own needs can be divided into five levels, between different levels of the heart, there is a certain gap in demand. Among them, the most basic and key is the physiological needs. Only by meeting the basic requirements of oneself, can one enter the next level, that is, safety needs, and then there are love, belonging, respect and other needs. Only after experiencing the above psychological needs, can one reach the highest level of self-realization.

In the current society, professional teachers, as a relatively important and special group of personnel, can produce certain special value in the teaching of basic theoretical content of psychology, which is mainly reflected in the following aspects:

Material needs to be fundamental. Within the current modern vocational colleges, teachers are mostly affected by the previous education mode, for their material life demand is not high, education to cause part of teachers in the work of the enthusiasm, from this point of view to improve the current physical teachers is to have a certain important degree, and in order to achieve teaching efficiency.

Development requires stability. With the continuous development of science and technology, in daily work, I need to constantly optimize my quality and ability through learning, grasp more knowledge and expand the scope of knowledge, so as to improve my level in scientific research.

Achievement requires a strong feeling. In the process of vocational education, teachers need to have a certain degree of responsibility and sense of mission in practical work, so as to motivate their own initiative, adhere to the main purpose of "serving the cause of scientific construction", and achieve certain achievements in their own field.

8. APPLY EQUITY THEORY

The "equity theory" mainly refers to the fact that one's own motivation will be affected to some extent because of the remuneration-determined value and corresponding value. In the process of vocational education management, the content of "fairness theory" should be used reasonably, and the school should have an excellent psychological environment to a certain extent, and always adhere to the concept of respecting teachers and valuing the principles of knowledge and labor. At present, the education management work in this stage needs to treat and evaluate teachers correctly from the source, and create a good mechanism content by associating working attitude with performance and using the principle of fair, just and open rewards and punishments [2].

9. CONCLUSION

As can be seen from the above articles, psychology plays a vital role in the field of vocational education, which can alleviate the contradictions between personnel, ease psychological problems and solve psychological puzzles. By combining the characteristics of subjects, creating a harmonious atmosphere, adding psychological counseling and other ways, the application effect of psychology in the past has been improved and innovated, and the problems in vocational education have been solved effectively.

REFERENCE


Research On the Integration of Red Sports Culture Into Physical Education Teaching

Jing Li
Shanxi Institute of Technology, Yangquan 045000, Shanxi, China

Abstract: As an important part of modern education, physical education has a great influence on the improvement of students' physical quality and comprehensive accomplishment. Along with the advance of modern education work, in order to improve the teaching level and quality of modern sports, the teachers and school leaders can strengthen the application of the red sports culture, improve the students' thinking and understanding level, perfect the management system, at the same time strengthening students' scientific resources and the establishment of the ideological concept, promote modern sports education level unceasing enhancement.

1. THE ROLE OF RED SPORTS CULTURE IN PHYSICAL EDUCATION TEACHING
1.1 Guarantee the efficiency of modern physical education teaching
Normally, as the red sports culture in the application of modern physical education teaching, to the revolution of the red element to fully mix with modern teaching process, and with the aid of sports activity form to show students, inspire students' interest in sports activities and learning, and promote the progress of modern sports teaching efficiency and improve [1].

1.2 Improve students' participation
In the past, due to the influence of educational concepts and ways and other factors, the classroom teaching atmosphere is poor, students lack of enough learning interest and enthusiasm, and the actual degree of participation is low, which affects the efficiency and quality of physical education teaching; And by strengthening the red into the application of the sports culture, the teachers can be set according to the daily teaching content and progress of competition, and in them into the revolutionary deeds, attract the attention of students, improve the students' participation, in order to improve the students' revolutionary moral consciousness and physical quality, ensure that the maximum extent, improve the level of students' growth and development.

1.3 Improve the modern physical education system
In addition, by strengthening the red sports culture into the physical education teaching process, the related teachers can be referenced by popular sports equipment, sites or facilities, provide students daily physical activity greatly facilitate and promote the role, to gradually develop their own concept of life-long education, ensure the maximum perfect and innovation of modern physical education system, For the later education work and the student's own growth to provide the promotion function.

2. THE PREMISE OF INTEGRATING RED SPORTS CULTURE INTO PHYSICAL EDUCATION TEACHING
2.1 Accurate teaching objectives and directions
Studies show that when the red sports culture into the physical education teaching process, in order to ensure the integration of the two levels, the related teachers and school administrators need to first make clear the exact teaching goal and direction, and ensure the teaching goal meets communism, socialism and the party's education policy, to guide students to establish the ideology of serving the people, To carry on the inheritance and development of our party's fine tradition and spiritual culture, and then promote the healthy development of modern physical education.

2.2 Scientific thought and resource concept
At the same time, before the red sports culture into the physical education teaching, the relevant personnel also need to fully realize the nature of the red sports culture, and establish the scientific thought and resource concept; Through the investigation and understanding of the traditional view of resources, it mainly refers to the formation of the overall understanding and ideas of resources based on natural resources, tangible resources and material resources, etc. By changing the traditional concept and strengthening the establishment of the new concept of modern resources, the relevant teachers can scientifically develop and quote the resources of red sports culture, strengthen the cultivation of students' ideological understanding, and ensure that the level and quality of modern physical education and teaching can be improved to the greatest extent.

2.3 Perfect teaching management system
In addition, when red sports culture before you into physical education teaching, the teachers and school administrators need to create more perfect teaching management system, to provide sufficient channels and ways for practical teaching, to ensure that the red sports cultural activities to function, for the healthy development of modern sports teaching to provide sufficient security [2].

3. OPTIMIZATION MEASURES FOR INTEGRATING RED SPORTS CULTURE INTO PHYSICAL EDUCATION TEACHING
3.1 Strengthen the enrichment of teaching content
The current period, in order to strengthen the red sports culture into the optimization of physical education
teaching, the teachers and school administrators first need to strengthen the communication between students, students' learning status definitely, psychological demand, etc., and combining the content of red sports resources, science teaching material choice, and enrich the teaching content, improve the students' professional knowledge level. At the same time more fully recognize the content of red sports, to ensure that in the later teaching process can actively participate in it, to ensure the normal and stable progress of modern physical education teaching work.

3.2 Strengthen the training of professional teachers
In general, professional teachers play a very important role in the modern teaching process, which affects the level of practical teaching to a great extent. Therefore, in the modern physical education teaching, in order to improve the level of sports culture into red, school leaders need to strengthen the joint with relevant departments, actively organize training education activities, promote sports teachers' professional quality, ideological understanding level of ascension, and in the actual teaching before make a more scientific and perfect teaching plan, ensure the smooth implementation of the teaching process. At the same time, it promotes the wholesome development of modern physical education teaching.

3.3 Strengthen the soundness of teaching facilities
In the past, due to the limitation of technical level, as well as the neglect of school leaders, when the physical education teaching work lack of perfect venues, equipment and equipment facilities, resulting in part of the teaching link can not be effectively carried out, thus affecting the overall level of physical education; In order to change the status quo, at the same time guarantee the red sports culture more fully into their daily teaching, the school leaders need to improve the recognition of physical education teaching, and devote a great deal of money for its resource cost, improve the modern sports teaching equipment, venues and facilities, at the same time can also according to the part of the red sports, specially designed equipment, For the students to create a full red sports teaching atmosphere, improve the enthusiasm of students to learn, to ensure the smooth progress of the later teaching process.

3.4 Strengthen the organization of practical activities
In addition to the above measures, in order to improve the level of red sports culture into the physical education teaching, the teachers and school administrators also need according to the red sports culture content, actively organize practical activities, encourage students to society, to fully understand the national conditions, to improve the development of socialism with Chinese characteristics and the party's policies and guidelines such as in-depth experience; At the same time, school leaders can organize students to visit old revolutionary base areas, martyrs' cemetery, war memorial and museum and other places to study, strengthen the full integration of red sports resources and daily teaching, and then promote the improvement of the overall teaching level [3].

4. CONCLUSION
To sum up, physical education, as an important link of modern teaching work, determines the level of physical quality and comprehensive literacy training of teenagers; In modern physical education teaching process, in order to strengthen students' ideological and political and physical quality, and so on the development of the teachers and school administrators need to positive change the traditional ideas, and according to the rules and requirements of related departments, strengthen the red into the application of the sports culture, strengthen practical teaching level and ensure students' healthy growth and development, To promote the further development of modern physical education and education industry as a whole.

REFERENCE
Abstract: The post-epidemic era will be a protracted war. Under this new normal, the field of education and teaching will not only usher in new opportunities, but also face many challenges: Mainly from the traditional classroom teaching knowledge "hard" to online blended teaching, from the cramming teaching mode to the high quality and efficiency of BOPPPS education mode, the input from learning evaluation mainly to study the transition of the output evaluation is given priority to, is "student-centered" teaching philosophy, to better adapt to the current situation cognitive characteristics of college students. To stimulate the enthusiasm of students to take the initiative to learn, and give full play to the learning effect in the limited class hours, so as to effectively improve the practical ability of college students to use English, and more effectively strengthen international exchanges and cooperation.

Key words: Post-Epidemic; BOPPPS Model; College English Teaching; Blended Teaching

1. RESEARCH BACKGROUND

Unexpected COVID - 19 outbreak brought unprecedented challenges to the education field, exposed in the outbreak of the "big test" of higher education in China some weaknesses and problems of the current: traditional teaching how to adapt to the sudden "air" teaching, and how to face the outbreak era is most likely to implement online blended teaching? How to make the most of the mission and effectiveness of college English courses? How can the teaching content be designed to enter online blended teaching? How to make the most of the practical ability of college students to use English, and more effectively strengthen international exchanges and cooperation.

2. THEORETICAL BASIS

2.1 Definition of Blended Learning

The definition of blended learning has different definitions from different research perspectives and different periods. In a broad sense, Singh and Reed (Singh & Reed, 2001) defined blended learning as providing the right learning content at the right time, for the right object, through the right transmission media, and through the right learning method, so as to obtain high learning benefits with the minimum investment, that is 5R definition [1]. In a narrow sense, Professor He Kekang (2004) believes that blended learning is the combination of advantages of traditional learning and digital learning, the development trend of educational technology in the future, the return of contemporary educational technology theories, and a spiral rise [2]. Picciano (2009) believes that blended learning refers to the integration of online teaching and classroom teaching, without considering the roles played by technology, content and media in blended learning [3].

2.2 BOPPPS Model

The BOPPPS Model was first developed in Canada by Douglas of the University of Vancouver in 1976. It was created by Douglas Kerr and his team, and is the main training model adopted by ISW, as well as a popular course design model for North American colleges and universities. This model emphasizes the subject status of learners, decomposes classroom teaching modularization, pays attention to students' participation, teaching activities and reflection, improves the practical implementation methods for the reform of research-based teaching, and aims to improve teachers' teaching skills. According to the characteristics of people's attention, BOPPPS Model divides the "start, carry, transfer" of classroom teaching into six links:

B (Bridge-in) Introduction: Introducing the theme to improve students' attention to the teaching content.
O (Objective) Learning Objectives: Interpret the learning objectives so that learners can understand what they can do and what level they can achieve after learning these knowledge.
P (Pre-assessment) : Also known as "pre-evaluation", it is a test of the learner's mastery of existing knowledge and skills (usually in the form of questionnaires, assignments, questions, discussions or quizzes).
P (Participatory Learning) : As the main part of classroom teaching, it emphasizes that learners should participate in classroom activities in various aspects and forms to lead learners to take the initiative in learning.
P (Post-assessment) : The teaching objectives of this lesson are assessed in time by various means to help teachers know whether the teaching objectives are
achieved and the degree of completion.

3. MAJOR PROBLEMS IN COLLEGE ENGLISH TEACHING IN THE POST-EPIDEMIC ERA

In recent years, although college English has carried out a lot of reforms on the issues of "what to teach, how to teach and how much to teach" and achieved some achievements, there are still poor teaching effect, low teaching efficiency and low student participation in college English courses. The reasons can be seen from the following aspects:

3.1 The teaching objective is not clear

In the actual teaching process, teaching objectives often fail to be explained categorically in class for students, the teacher is confused to finish the lecture, students also do not know what to learn in this class. The course teaching goal should be defined at the beginning, and teachers can use Bloom's Taxonomy, setting goals from "cognitive, skill, emotion" in three dimensions to judge how students master the knowledge and the ability to completion of related activities. The traditional teaching goals of "master, familiar with, understanding" are turned into "description, operation, application". Through goal setting, students know what they should know (cognitive goal), what they should do (skill goal) and what they should focus on (emotional goal) before class.

3.2 Insufficient lesson preparation

The quality of a lesson is closely related to the teacher's lesson preparation before class. There are two kinds of lesson preparation: implicit lesson preparation and explicit lesson preparation. Professional teachers should prepare not only textbooks and teaching methods, but also students and emergencies. Explicit preparation needs to include to delve into teaching material, checking data, collecting materials and having a thorough grasp of key and difficult points. Implicit lessons include prepare students (learning analysis, students' psychological and students learning needs, etc.), thinking about the teaching design and developing the detailed evaluation, such as emergency, including temporary power outages, equipment failures, forgotten teaching aids, student not in the state collectively and so on. The second lesson preparation should be carried out based on the students responses on pre-lessons.

3.3 Inproficiency of modern educational technology

Although multimedia technology as teaching aid has been applied to common efficient class (relying on outstanding reflected in the PPT), but the more advanced education theory and education technology is not fully expanded, part of the teacher is not yet proficient, such as the platform of Superstar, Rain Class, Wisdom Tree, Ucampus and other intelligent management platforms. Teachers can build classes on the platform, upload learning materials, correct homework, sign in, randomly select students, interactive discussion, voting questionnaires, group tasks and other activities. Cloud platform records can save the dynamic learning track of students and provide a basis for the process evaluation of teachers, truly realizing the wisdom of the classroom.

3.4 Poor interaction between teachers and students

Classroom interaction is the soul of a class. It is the link that can send out the spark of thought between teachers and students, also among students themselves. It is also a good reflection of teachers' understanding of students' learning. Although the traditional teaching can not stimulate students' desire to participate, students' subjective initiative can not be played, a gap has been built between teachers and students, students' learning state can not be timely feedback, resulting in a certain gap between the quality of classroom teaching and the expected teaching objectives. Students who do not have a sense of participation will naturally be distracted. In the face of students who do not cooperate and interact with each other, teachers' enthusiasm for teaching will be greatly reduced, which becomes a vicious circle and ultimately is not conducive to the effective development of this course.

3.5 Lack of effective incentive measures

Behavioral science believes that human potential can be doubled through effective incentive measures, if a person's ability can only play 20%-30%, after receiving the right and sufficient incentive, the ability is likely to play to 80%-90%. Effective incentive measures can fully mobilize the enthusiasm of students, so that they take the positivity to integrate into each session of classroom teaching, so that the classroom really "live" up, such as verbal incentive, physical incentive, competitive incentive, evaluation incentive and other means to use, can break the dull classroom atmosphere, improve the initiative of students.

3.6 The evaluation mechanism is not perfect

Under the new situation, the evaluation mechanism cannot only rely on the final evaluation as a reference, and the original evaluation method is relatively one-sided and absolute, which cannot reflect the students' mastery of the subject in a certain stage in a real and objective way. Teachers should pay attention to the establishment of diversified and personalized process evaluation system. The advantages of using blended teaching, reasonable allocation of online and offline evaluation scale, set the process of evaluation is more refined, pay attention to the breadth and depth of students participating in the learning process combined assessment, promote the real learning behavior, improve the students' self-efficacy, and make the final evaluation results more comprehensive and objective, fair and just.

4. CONSTRUCTION OF A NEW MODEL OF COLLEGE ENGLISH TEACHING IN THE CONTEXT OF POST-EPIDEMIC SITUATION

Through this epidemic, we have seen a shift from reading books to reading the Internet, from imparting hard knowledge to co-building soft knowledge between teachers and students, and from educational evaluation and management. BOPPPS teaching mode can stimulate students' interest and enthusiasm in learning, improve students' participation in a limited time, and make college English give full play to its due course value. This chapter will be based on the Superstar platform, taking the first class of the Unit 5 Text A My Favorite Liar of Book New Start by Shanghai Foreign Language Press as an example,
with 2 class hours (50 minutes/class hour), to explore the "golden course" design of college English blended teaching under the BOPPPS Model.

4.1 Before Class

This research selects the article My Favorite Liar, which tells the story of a university professor known as "the one who loves to tell lies" who tells his students to have critical thinking and the ability to examine problems through his unique teaching method. As a unit Leading-in part, the teaching objectives of this class are: 1. By learning about expressions related to education, students can express their opinions on topics such as college education. 2. Be able to use new words and phrases skillfully; 3. Ability to think critically and express the topic; 4. Cultivate the students' ability to read quickly and extract the answers to the questions. Before class, the teacher set the chapter learning of "Pass Through Mode", and released the task notice on the Superstar Platform to let the students prepare for the preview tasks, which include: first, let the students watch an English video about the influence of the teacher on the students through the online course resources on Superstar Platform, and then release the topic discussion: 1. Is there any teacher who impacts you a lot? 2. What were the influences that changed you from him/her? Students can leave a message on the discussion board in the form of comments, so that teachers can grasp students' understanding of this topic and their English expression ability in real time. This is not only one of the ways for teachers to evaluate students, but also helpful for teachers to adjust the subsequent teaching objectives, teaching content and difficulties. According to the interaction between students and teachers, teachers can appropriately increase the difficulty of the interactive topics in the following teaching activities for good students, and add more cultural background knowledge to improve students' English literacy. For relatively poor students, teachers should reduce the difficulty of interactive topics and subsequent teaching activities, so as to encourage students to think and speak more. Secondly, let the students watch the pre-recorded micro class videos explaining the words and phrases, since the college students have the ability of memorized knowledge self-learning. The collocation and usage of words need not spend too much time in class, and the time in class can be used to practice and other creative exercises. The design of the pre-class stage covers two modules, Bridge-in and Objective of BOPPPS Model. Teachers release teaching tasks in the form of videos that can easily arouse students' interest and introduce the topics of the class. In the interaction with students' questions, teachers grasp students' English ability, as well as their mastery of the relevant content of this lesson, and make adjustments to the teaching objectives timely.

4.2 During Class

In the course of offline teaching, in the first section, teachers first make simple comments (3 minutes) on the completion of online preview tasks before class, and praise those students who participate more and reply more comprehensively. Then, by the means of learning English famous sayings about "teachers" in ancient and modern times, at home and abroad (5 minutes), the circumstances are further created and relative open questions will be raised (20 minutes): 1. Who is your favorite teacher during your student career? Why do you like him/her? 2. If one day you would become a teacher, what kind of teacher do you want to be? 3. What personalities do you think a good teacher should have? Teachers may guide students to think positively and encourage students to speak freely, and students will get corresponding bonus points for offline classroom performance. This stage is a test of students' language organization ability, as well as a pre-assessment of their mastery of the topic "Teachers and Education". Next, from the listening material Online Classes Might Revolutionize Colleges of Warm-up Part, speculative topic can be discussed by students in study groups (12 minutes). The results of the discussion can be listed in the form of tables or mind maps, as shown in the below:

### Critical Thinking  (Group Discussion)

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Convenient, no matter in places and in what time, it all depends on you.</td>
<td>1. Lack of emotion and communication, you can't feel the feeling of each other.</td>
</tr>
<tr>
<td>2. Best resource, you can listen the lesson of the best teacher of the best universities.</td>
<td>2. It can not achieve the effect of individualized instruction.</td>
</tr>
<tr>
<td>3. Save a lot of time and money, most of the students will have learned according to your needs, even you may complete the degree in a short time which it should be.</td>
<td>3. Group activity in real scenario is very important for study, students can learn from others' good opinions and study habits, face to face is more easy to collide of the idea spark.</td>
</tr>
<tr>
<td>4. The function of reply, you can study many times till you understand it.</td>
<td>4. Long time online study is not good for eyes and lumbar, and may easily distracted.</td>
</tr>
</tbody>
</table>

The second section will first repeat the usage of the key words in the text (15 minutes). Teachers can use different forms to practice, such as responding to the meanings of words, making sentences at random, looking for friends, making up stories and so on, to make the static words "alive" and become the active words in their vocabulary storage. Then, let the students browse the text quickly with the guide questions: 1. What course did Dr. K teach? 2. What technique did Dr. K use to focus students' attention? 3. In other college lecture, what would happen at the end of the class? 4. What was the real legacy given by Dr. K? 5. What's the writing style and features of Text A? The questions include details, themes, reasoning questions and writing style analysis about the article. Students communicate and discuss on the basis of personal understanding also in the form of study groups, and finally generate a unified view of each question and make a statement (10 minutes).

At the same time, teachers can release exercises in the form of objective questions (Identify True or False) related to the text content understanding, by using of Superstar practice function, the question is to judge, so that it can save some time on answering during offline class. After this done, the teacher can get feedback through the phone terminal. This stage changes the traditional way which teachers picked up the text directly into set the guide questions which need students independent thinking by themselves, then brainstorm
collecting ideas into group opinion. This is a kind of reform and innovation of teaching form, which can effectively make "listening passively" to "participatory thinking", further reflecting the students' dominant role, whereas the identity of teacher is only a class organizer. In this process, teachers need to carefully design questions and pay attention to the allocation of time, grasp the rhythm of each link and pay attention to the understanding and participation of each individual degree, especially of weak students. Finally, the teacher evaluates and scores the students' statements, and reiterates the learning objectives of this lesson for summary. In this session, offline teaching includes four steps of BOPPPS Model: Pre-assessment, Participatory Learning, Post-assessment and Summary. So, teachers create kinds of activities to encourage students to think independently, guide students to refine and summarize what they have learned in the process of teaching and interpretation and test students' mastery of knowledge through more effective way. Finally, review the main content of class as summary along with students, in order to improve the students' classroom participation.

4.3 After Class
Through the design of theme-related training finished after-class, to deepen students' grasp of the knowledge in class, also to consolidate and strengthen the key knowledge. Teachers can assign different types of homework according to the different emphasis of each unit, such as group tasks, paragraph translation, reading comprehension, writing exercises, uploading study notes, reading texts or words, etc. In addition, at the end of each unit, English videos are added to make students relax, expand their language input and realize the transformation from language input to language output. The homework of this class can be divided into basic level, basic level, elevated level and expanded level. The basic level of homework is related vocabulary, sentence pattern and translation exercises on the textbook to help students master the fundamental knowledge. According to the writing characteristics of this text, it can be published a composition titled "My Favourite Teacher" on the "Correcting Website", which requires the writing essentials of "six elements of narrative writing". After the students submit the composition, the system will give suggestions and scores for revision. Teachers can also choose the way of "students' mutual evaluation" to promote the learning and communication among students. The elevated level assignment is to release the video resource of "What Makes A Good Teacher" on the We Learn foreign language teaching platform. To expand this topic, students can imitate or practice their listening and speaking to approach authentic spoken English. At the same time, based on students' levels of understanding and sorting out the context of the text in classroom, teachers should reflect on how to improve students' ability of text reading in the future teaching. Offline after-class homework plays a role of connecting the previous and the following, which is essentially the extension of the Summary stage of BOPPPS Model. But different from the Summary Stage in the class, it lays more emphasis on the consolidation of knowledge and skills and the completion of the expansion task, and also includes the teacher's self-reflection to promote future teaching.

5. CONCLUSION
The blended teaching of college English based on BOPPPS Model pays more attention to the cultivation of students' independent learning ability, cultivates their ability to find and solve problems in the exploration, and improves students' language ability and cultural accomplishment more effectively. Under the reasonable teaching design, the "online" blended teaching can improve students' subjective initiative learning, meanwhile, can realize the equality of teaching and make students more freedom, dare to put forward questions and answer questions more actively. Teachers can also better understand students' learning situation, grasp student learning status from firsthand material in real time through blended teaching. Last but not least, it forms a good learning atmosphere and breaks through the time and space restrictions, truly achieving the goal of "one to many" student-centered teaching.

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Key Elements of The Construction of Regional Characteristic Labor Education System

Peixuan Li
ZiBo Vocational Institute, Zibo 255314, Shandong, China

Abstract: Regional characteristic labor education is to carry out labor education according to the characteristics of different regions, in order to better enhance students' labor consciousness and labor skills. By analyzing the key elements of the construction of the regional characteristic labor education system, this paper further analyzes the practical path of the construction of the regional characteristic labor system.

Key Words: Labor Education System; Regional Characteristics; A Key Element

1. INTRODUCTION
General Secretary stressed the importance of labor education in the National Education Conference in 2018, and then many regions carried out regional characteristics of labor education, in order to promote the comprehensive development of students in various aspects, to meet the educational needs of the current era, let the labor education system to cultivate excellent talents with physical and mental health.

2. KEY ELEMENTS OF THE CONSTRUCTION OF REGIONAL CHARACTERISTIC LABOR EDUCATION SYSTEM
Construction of regional features of labor education system is in order to better guide the students to understand the labor, labor, and respect for labor, establish a correct concept of labor, to promote the construction of future society, labor education is talent of education high quality and high ability of basic education, in the actual characteristic labor system construction of the region from, its content mainly includes three key elements. A labor education in school as a foundation for steering of the construction of the system, the campus is the important base to carry out the labor education, and it is also the students can quickly form labor consciousness important location, in the campus education actively promote labor concept of "labor the most glorious", make this kind of idea in the daily learning time affect students, osmosis to cultivate the students' work spirit; Second is family education as the motive of the construction of the system of labor, family influence on student labor behavior should not be neglected, to carry out the work in the family education, scientific planning of the students' work tasks, can not only make students more love labor, labor as living habits, let the family to promote labor education system will be improved; Three is the social labor education as the auxiliary system construction, the role of social work education is the spirit of propaganda work and teach labor technology, actively promote the formation of labor education achievement, at the same time, the regional characteristics of labor education system construction is the most important thing is the three key elements, the organic combination between the learning, family and social work education should be closely linked and coordination, It promotes the improvement of students' labor ability and achieves the ultimate goal of labor education [1].

3. THE PRACTICAL PATH FOR THE CONSTRUCTION OF REGIONAL CHARACTERISTIC LABOR EDUCATION SYSTEM
3.1 Integrate labor education into daily learning and life on campus
In the construction of regional characteristic labor education system, campus is an extremely important construction site, and a series of education work on campus can also deepen the concept of labor education and truly give play to the function of the characteristic labor education system. For example, schools can actively open labor education courses, according to different students' age and their own development, the reasonable arrangement of course hours of labor, such as primary school lower grade 1 class schedule weekly labor course, and to grade all the way to the middle school, can open every week 2 class labor course, first to ensure lay a foundation of the construction of the education system of labor, But at the regional level and then extends the characteristics of labor education, for example in the aspect of labor course type adopts the model of "one school in fujian", namely the area of study according to local characteristics to create their own "brand" labor course, the labor course and other courses can be fused or other content, such as clean campus, campus greening fusion labor course, not only can promote the labor education implementation, It can also effectively use the resources of the school, reduce the cost of labor education system construction, make the campus daily labor into a part of the labor education system, make the whole system more vitality.

3.2 Infiltrate labor education into family daily activities
The construction of labor education system with regional characteristics cannot be separated from the participation and cooperation of the family, which is also an important place for daily education. Therefore, labor education can also be permeated into the daily activities of families. Local education departments, for example, can organize workers labor education characteristics of different grade students an in-depth investigation and analysis, and comb out a list of different grade students housework activities, and collaboration between family labor education, parents are encouraged to participate in them, can make the students to develop good work habits in daily life, and understand the meanings of labor, In the actual
implementation of household labor activities "listing", according to the different of student age or character to choose its own labor projects, junior student also can try some appropriate senior labor projects, for example some washing the dishes, clean, wash the clothes and other basic labor projects, to ensure that students can independently, in exercising their labor consciousness and quality at the same time, Can further enhance their life skills and labor skills level, is conducive to healthy growth, and in the process of the family labor education, parents are mainly the role of the evaluator supervisors or, for the students of labor education provides guidance to help, this pattern of labor education also shall be determined according to the regional characteristics, In the process of promotion, families should be actively recognized. For example, schools can call on parents to jointly organize housework activities by taking advantage of the good opportunity of May Day to effectively promote the combination of in-school and off-campus labor education, so as to further implement labor education [2].

3.3 Carry out experiential activities of learn-industrial learn-agricultural bases
According to the characteristics of regional education, the education departments of different regions can formulate a document of opinions on the implementation of basic labor education of learning industry and agriculture. May be required in the file, for example, all of the compulsory education stage student shall attend at least once a year to learn or do the education practice activities, where activities are student worker do the base for the local characteristics, for the high three students, the education time more nervous, and thus may be required to attend at least once three years to learn or do the education practice activities, In junior high school, but unified organization a grade students each year to learn to work base on experience, can also learn farming area set up special funds, to support the learn farming experience activities to better carry out, do the practice will help the students to understand the basic knowledge of agriculture, realize agricultural culture, for some not had been to the countryside, the experience activity has a higher value, At the same time, in the form of education, to encourage students to participate in the agricultural labor in labor practice and trains the student to bear hardships and stand hard work quality, establish a correct concept of labor, student worker do the base also created a kind of natural and real working atmosphere, to further improve the teaching of labor, let the workers to harvest many experience, is advantageous to the healthy growth of the students, This is also the important target of current regional characteristic labor education. In addition, labor education system of cement should also increase the propaganda in the territory, such as in newspapers and new media channels to promote local labor education to carry out, make up for a lack of social understanding of labor education shortcomings, also can let more people attaches great importance to the construction of labor education system, create a good labor education social environment.

4. CONCLUSION
To sum up, the key elements of the construction of labor education system with regional characteristics lie in the coordination and effective combination of the education of family, campus and society. From the analysis of this paper, it can be seen that the practical paths for the construction of regional characteristic labor education system include: integrating labor education into daily learning and life on campus, infiltrating labor education into daily activities of families, and carrying out experiential activities of learner-industrial learner-agricultural base.

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Present Situation and Optimization Strategy of Digital Education Resources Supply in China

Huiyu Lin
Guangzhou Huashang Vocational College, School of Information Engineering, Guangzhou, Guangdong, China

Abstract: The main influence on the development of education informatization in China is the supply degree of digital education resources, the supply factors are mainly with the increase of teachers and students' demand for high-quality education resources, the optimization system of digital resources supply has become an important influence on the degree of modernization of contemporary education. Through the analysis of the author, the supply of digital education resources in our country still needs to be constantly improved. In this paper, the author has carried out a brief analysis of the current situation of the supply of digital education resources, and has also proposed some ways for the optimization of resources.

Key Words: Digital Education; Resource Supply; Status Quo; Optimization Strategy

1. INTRODUCTION

China Education Modernization 2035 mainly introduced innovative education service formats, and the establishment of digital education resources sharing mode. It takes digital education resources to a very important level. But at present our country's digital education resources supply problems still exist a lot of deficiencies, and has some hindered the advance of education informatization and the overall development of education, such as resources for the construction of the lack of top-level design, led to the overall level of construction is low, and also some stressed the construction of the teacher and the students' needs as positioning error and so on. In recent years, China's national education policy has paid more attention to the full optimization of the supply of digital education resources in addition to the construction and application of resources.

2. DEFINITION OF CONCEPTS RELATED TO DIGITAL EDUCATION SUPPLY

2.1 Concept of digital education resource supply

Resources in traditional education cover a wide range of areas, mainly including people, money, materials, teaching sites and materials related to teaching activities. Digital education resources are mainly designed and developed to achieve the purpose of education and teaching, and are operated in an informationized environment after digital development and processing, mainly serving education and teaching activities. The resource supply of digital education mainly refers to the process in which the main body of the supplier provides the digital education resources to the other side through relevant resources to meet the current demand and create new demand to a certain extent. From the perspective of value chain theory, the supply process of digital education resources as a whole is determined, and the cycle of demand investigation, planning and design, development and construction and other six stages is established [1].

2.2 Supply relationship of digital education resources

Supply and demand have a relatively unified principle, the demand groups of supply and the overall impact of consumption are also different, the supply of demand support has the performance of regeneration and circulation. According to marketization, the relationship between supply and demand can be reflected through price fluctuations. The demand here refers to an effective demand in economics, and it is consumption with a limit. When an individual has the ability to consume, then the demand for this product can be called effective demand. The supply relationship of digital education resources in China's basic education has a certain particularity, which is mainly because basic education is not a pure market economy field. It can not only be judged by the market price, but also has an important impact on economy and politics. Therefore, the measurement of supply and demand must take into account both the effective demand and the objective demand.

2.3 Supply structure and mode of digital education

In a simple analysis of China's supply-side reform policies, the supply-side structural reform is to properly handle the relationship between the government and the market, and the government and the market are the whole main body of supply. In addition, schools play a very important role in the supply structure as the place where teachers and students mainly use digital education resources. Generally speaking, the supply of digital educational resources is mainly reflected in the relationship among the government, the market and the school [2].

3. THE SUPPLY STATUS OF DIGITAL EDUCATION RESOURCES

The supply of digital education resources in China has developed to a certain extent in just a few decades, but to provide high-quality digital education resources for school education and lifelong learning is still a problem to be solved at present.

3.1 The responsibility of the main body is not clear enough, resulting in invalid supply

The cooperative supply and mutual support between the government, the market and the school is the premise for the effective supply of digital education resources. As the executor of the national education policy, the government must play a correct guiding role. According to the survey, the types of digital education resources expected by teachers are somewhat similar and different from the types of digital education resources that are frequently used at present. Teachers in various regions have high expectations for various resources, but the resources that...
are mainly used at present are materials, among which, About 95 percent of teachers often use courseware with material resources, while only about 3 percent of teachers use extended resources.

3.2 The government's supply capacity is limited and the allocation of resources is uneven
Relative to the unlimited demand for education, the supply strength of any subject in our country is relatively limited, among which, the most common is the limited investment of funds. The imbalance of resource allocation in China's basic education figures is mainly reflected in two aspects, the period of schooling and the region. From the perspective of different learning periods, the supply of digital education resources in China is relatively large in primary school, so teachers in primary school will have a higher evaluation on the quality of digital education resources [3].

3.3 Teachers and students have weak awareness of demands and lack of effective feedback mechanism
For a long time, the government has provided resources for teachers and students in schools based on unilateral information acquisition, while teachers and students are in a state of passive acceptance on the whole and lack of subjective initiative to put forward demand opinions. Judging from the learning habits of teachers and students, the inconsistency between users and buyers of digital educational resources is affecting the active appeal. Schools, as direct purchasers of resources as a whole, have not taken adequate measures.

4. OPTIMIZATION STRATEGIES FOR THE SUPPLY OF DIGITAL EDUCATION RESOURCES
Contradiction of supply and demand, the mechanism of supply and demand and the supply and demand change is not digital education resources through the evolution process of the occurrence of accidental phenomenon, is mainly embodied in the social demand and the main trend of development of the country, complied with the overall pace of development, for digital education resource supply problem put forward the corresponding optimization strategy. It can better help to form a stable supply structure and good supply system in the standard period [4].

5. CONCLUSION
The formation of modernization cannot be separated from the development of informatization. At the same time, if there is no supply of high-quality digital education resources, the informatization of education can only be an empty shell. With the rapid development of artificial intelligence, big data and other technologies, higher requirements have been put forward for the content and form of digital education resources. The characteristics of The Times of digital education resources have decided the necessary top-level design of supply mechanism. Contemporary digital education resources have the problem of supply contradiction, so we must according to the actual needs of teachers and students, the overall structural adjustment, so as to fundamentally achieve the effective supply of digital education resources.

REFERENCE
Reading Commentary on Joseph Conrad's *The Secret Agent*-- Taking Chapter Nine As An Example

Xin Ma  
Department of International Education and Humanities, Xi'an Kedagaoxin University, Xi'an, Shaanxi 710109, China

Abstract: This commentary is formulated as a reading response to the ninth Chapter of Joseph Conrad's social realistic novel *The Secret Agent*. In this commentary, three themes are explored, including Mrs. Verloc's urging her husband to establish a more intimate relationship with her brother Stevie, Mr. Verloc's change of attitude towards Stevie under Mrs. Verloc's influence and Mrs. Verloc's misinterpretation of the change of her husband's attitude. Besides pointing out how these themes are presented in the chosen chapter, most importantly, this essay explores the hidden connection intertwined behind those themes as well as how all the interwoven twists and turns in plot, through which themes discussed in this essay are manifested, contribute to the seemingly surprising but in fact reasonable finale of the novel.

Key Words: *The Secret Agent*; Reading Response; Inter-Thematic Relation

1. INTRODUCTION

The excerpt on which this commentary is based is taken from the ninth chapter of *The Secret Agent*, a novel by Joseph Conrad. Sometime before this excerpt, Mr. Verloc was summoned by his superior to a meeting in the embassy, who diminished his previous agent work to nothing and assigned him the task of making a sensational entrance to a meeting in the embassy, which diminished his previous agent work to nothing and assigned him the task of making a sensational entrance. This leads to the argument of our second theme, in which under the influence of Mrs. Verloc, a change of attitude in Mr. Verloc towards his brother in law, Stevie, can be visibly detected. In this chapter, Mr. Verloc had been surprised four times along with the unfolding of the plot, with the first time being Stevie's prompt seizing of his bag, with the second time being Stevie's pouncing upon his hat, with the third time being his wife asking him to take Stevie out in the walk with him as well as the fourth time being his wife's over-optimism and confidence in Stevie's ability to complete the activity of going out for a walk. Among these four times of surprise, two are from Stevie and the other two are from his wife. Mr. Verloc was surprised in that his brother in law was so passionate about running errands for him, but after years of living with Stevie, he got used to this striking fashion of him doing everything, therefore he didn't take this slight change of behaviors quite seriously at the beginning. However, it has been mentioned more than once in the text that during these days after Mrs. Verloc's mother's leaving for the almshouse, Stevie had turned more strange by "moping in the house whenever he was not doing anything". Besides, Stevie had become more docile and respectful towards Mr. Verloc by showing great willingness to follow his every instruction. This change of attitude of Stevie himself can be interpreted as resorting to his brother in law as a figure of authority and transferring part of his affection from his mother to Mr. Verloc to placate his emotional insecurity after the moving out of his mother. On top of Stevie's deeper devotion to Mr. Verloc, Mrs. Verloc's unusual ardency in beautifying the image of Stevie in front of her forward, to make sure that her husband become too fond of Stevie to give him up no matter what happened in the future. Knowing her husband's daily routine so well that she regarded making those two go out for a walk together is the perfect opportunity for bonding. That's why she suggested "I wish you would take that boy out with you", the suggestion of which has taken her husband by surprise, as a matter of fact, but she had dismissed her husband's concern of Stevie going astray by promising "competently" that Stevie "will be alright. He's sure to turn up safe here before very long." Being a woman who regards "distant and uninquiring acceptance of facts" as "her force and her safeguard in life", it is "Mrs Verloc's principle to ignore the inwardness of things". Therefore, when she exhibited such a firm belief in her brother's ability to engage in this walking activity, Mr. Verloc was firstly surprised but then quickly convinced by her wife. This is the hidden connection behind those themes, which contribute to the seemingly surprising but in fact reasonable finale of the novel.
husband also contributes to Mr. Verloc's change of attitude towards Stevie. On hearing her wife's suggestion of him and Stevie having a walk out together, Mr. Verloc formulated his concern that Stevie "will lose sight of me and get lost in the street", but Mrs. Verloc "competently" promised that "he won't. You don't know him. That boy worships you." On hearing this, Mr. Verloc began to ponder into the possibility that his brother in law "was not such an idiot as he looked" and he in deed "would go through fire for" him like his wife described. He believed that when it comes to matters concerning Stevie, "his wife would know best." Therefore, he decided to make a slight alteration in terms of his general attitude towards his brother in law, however, the true intent of which is failed to be discovered by his wife.

Mrs. Verloc was greatly gratified by the fact that her husband agreed to take Stevie out for a walk, a fact based on which she even gave a false fancy of their relationship resembling that of "father and son". This preludes the third theme of Mrs. Verloc's misinterpretation of her husband's change of attitude towards her brother as a sign of improvement in their personal relationship. This is true if one takes what happened here at its face value because Mr. Verloc did trust his wife's judgment and believed that Stevie was not an idiot and might hold inexplicable yet absolute loyalty towards him after all. Therefore, he decided to include Stevie into "an integral part of his outdoor activities", the reason of which is by no means a growing fond of Stevie, but an intention to enlist him as part of his anarchist plan. Of course, none of this is seen from the perspective of Mrs. Verloc, who "congratulated herself on a certain resolution she had taken a few years before", and observed with rejoice that her husband "seemed to be taking kindly to Stevie's companionship" and "could be detected staring curiously at Stevie a good deal." She took all these signs in as an improvement both on her husband's listless condition and her brother's oddness displayed more acutely lately. What she was kept from is the pressure and threat crushed upon her husband by his superior and the imminence of his performing a sensational anarchist activity. Her ignorance of Mr. Verloc's secret plan is by no means her own fault, but her selective choice of neglecting her husband's perfidious attitude towards Stevie is also certifiable. For example, the behavior of Mr. Verloc calling to Stevie in a spirit of a household dog can serve as an adequate proof that Mr. Verloc didn't take Stevie very seriously. Even though it is "in a different manner", the essence is the same. The possibility of Mr. Verloc not thinking of Stevie as a nuisance is slight, not to mention his regarding the relationship between them as father and son. It's also mentioned in the text that Mrs. Verloc noticed that the demeanor of her husband "had changed...Mrs. Verloc thought that he was rather jumpy at times", the phenomenon of which is deemed by Mrs. Verloc as an "improvement". After years of marriage with Mr. Verloc, it should occur to her that her husband's behavior is unusual, which could by no means explained only by the improvement of intimacy between him and Stevie. There must be some reasons unrevealed to her by her husband. But due to her inclination of never looking deeply into anything, this abnormalcy is overlooked.

It is known by the readers that shortly before this, Mr. Verloc had been sent to the embassy by the First Secretary, Mr. Vladimir, who threatened him into taking an abominable anarchist task. Shortly after what happened in this excerpt, Mr. Verloc persuaded his wife to let him take Stevie out of town for his good. Within days, the boy was killed in the bomb outrage. It's not difficult to make a connect between the relationship here. If it were not because of the imminence of the bombing task and his wife's timingly allusion of Stevie's reverence as well as loyalty for him, it would never occur to Mr. Verloc that Stevie might be of some use for him in his agent career thus changed his attitude towards him. If Mrs. Verloc did not take Mr. Verloc's change of attitude towards Stevie as a step further into their father-and-son relationship, it would not strike her with such astonishment that her husband didn't care about her brother as much as she thought. This disappointment, in combination with a rage that Mr. Verloc had the audacity to assign blame to others, precipitates her murdering her husband in the end.

REFERENCE
Financing Structure and Its Optimization of Small and Medium Sized Science and Technology Enterprises

Jiayu Chen, Yanxiong Wu
Taozhu Business School, Jiyang College of Zhejiang A&F University, Zhuji 311800, Zhejiang, China

Abstract: As a new force in the field of science and technology, small and medium-sized science and technology enterprises play an important role in promoting the development of scientific research. However, the development status of its financing situation is not optimistic. The single financing channel leads to the gradual shrinkage of the financing market. At the same time, the financial policy system is not perfect, and it is difficult for science and technology enterprises to finance. Therefore, through the analysis of the three influencing factors of enterprise R&D capability, information transparency and government policy support, this paper puts forward targeted optimization strategies, so as to promote the improvement and optimization of the financing structure of science and technology companies.

Keywords: Science and technology-based small and medium-sized enterprises; Financing structure; Optimization strategy

1. INTRODUCTION
The progress of science and technology is related to the development of national economy and politics. With the inclination of the policy, many technology-based small and medium-sized enterprises emerge as the times require. In this paper, through the analysis of the financing status of science and technology-based enterprises, we find the existing problems, and combined with the influencing factors of its financing structure, put forward targeted optimization strategies, so as to provide theoretical support for the sound development of science and technology-based small and medium-sized enterprises.

2. THE INFLUENCING FACTORS OF FINANCING STRUCTURE OF SMALL AND MEDIUM SIZED SCIENCE AND TECHNOLOGY ENTERPRISES
2.1 Research and innovation capability of enterprises
A scientific research achievement with broad market prospect and strong applicability can bring huge profit income and extensive social influence to enterprises, and even drive the development of productivity of the whole country. Therefore, the level of R&D innovation ability has become the key factor of whether science and technology enterprises can attract a lot of social capital investment. However, in the actual R&D process, investors can not accurately judge the return on capital investment, which leads to the increase of financing risk, due to the long R&D cycle, large amount of capital investment and uncertain R&D results. In addition, in the late stage of enterprise R&D, with the increase of scientific research achievements, the intellectual property rights owned by enterprises are increasingly rich, but the number of tangible assets as loan conditions is gradually decreasing, which makes it more difficult for enterprises to finance.

2.2 Information asymmetry between financing parties
From the investor's point of view, the main basis for evaluating whether an enterprise is worth investing comes from various financial and business data in the daily operation of the enterprise. However, in the process of actual contact between enterprises and investors, investors are often unable to make a comprehensive and objective evaluation of enterprises due to their own development scale, operating characteristics and subjectivity of personnel evaluation. The main business activities of science and technology enterprises are R&D activities, in which the innovation ability of R&D personnel is the leading factor, which leads to the majority of intangible assets of enterprises, so it is difficult to obtain intuitive business data and increase the difficulty of asset evaluation. However, in order to avoid investment risk to the greatest extent, investors will put forward more stringent requirements on the rate of return on investment, so the information gap between the two causes the financing difficulties of science and technology enterprises. [1]

2.3 Government policy support
With the rapid development of science and technology, a country's scientific research and innovation ability has become the symbol of the overall national strength and the representative of productivity, and the scientific research competition among countries is becoming increasingly fierce. In recent years, China began to pay more attention to science and technology. For example, the proposal of science and technology power marks the important strategic position of science and technology in China. In order to stimulate the vitality of China's scientific research, the state gradually introduced various policies to encourage the establishment of science and technology enterprises, and provided many preferential policy support for science and technology enterprises from the aspects of financial subsidies, tax incentives, science and technology funds, etc. [2] With the support of these policies, small and medium-sized science and technology enterprises have overcome many difficulties in operation, and their innovation power is increasingly sufficient. On the other hand, for external investors, the strong support of a project from the government indicates that the project has good...
market potential, which is also the optimal choice of investment. Therefore, the government's policy tendency has become the wind vane and attraction of investment, so that enterprises can not only get the support of the government, but also get more financing opportunities.

3. ANALYSIS ON THE CURRENT SITUATION OF FINANCING STRUCTURE OF SMALL AND MEDIUM SIZED SCIENCE AND TECHNOLOGY ENTERPRISES

3.1 Single financing channel can not meet the needs of enterprises

In the process of the growth of science and technology enterprises, they will go through many different stages of development, so there are different financing needs in each stage. In the start-up period, enterprises mainly focus on scientific and technological research and development to break the gap in enterprise research results. At the same time, they attract more funds with the help of new achievements to lay the foundation for the next stage of development. However, due to the lack of resources in the industry and the single asset structure, they can only finance through internal channels. In the period of rapid growth, the business achievements of enterprises are gradually emerging, the market prospect is gradually clear, and the profit level also begins to improve. At this time, in order to meet a large amount of capital supply, enterprises will obtain funds through external channels such as financial institutions and investment companies. In the mature period, it began to carry out financing by issuing stock securities. However, the current financing channels of enterprises come from the internal, which can not adjust the amount and supply time of funds according to the development of enterprises.

3.2 The construction of financial policy system is not perfect

In terms of the specific implementation of policies, the formulation and introduction of supporting policies for science and technology enterprises in China is still in the exploratory stage, and the degree of adaptation between the policies and the actual operation of enterprises is not enough. The types of enterprises involved in the relevant policies and the supporting measures for the implementation of the supporting policies can not be fully taken into account. Although many supporting policies have been issued in China, many enterprises can not really enjoy the preferential policies due to the slow effect and inadequate implementation of the policies. In terms of legal construction, there are only a few laws and regulations to protect the legitimate rights and interests of small and medium-sized enterprises and regulate the development and growth of science and technology-based enterprises. For the lack of relevant regulatory system construction, it is unable to effectively supervise the specific implementation of policies and scientifically coordinate the development of science and technology enterprises and financial markets.

3.3 The financing market is shrinking

According to the financing data in recent years, the scale of China's financing market is gradually expanding, but specific to the financing situation of each enterprise, it is found that the financing strength of many technology-based companies has decreased to varying degrees, and some large-scale listed companies continue to maintain the growth trend. Moreover, the overall concentration of funds is high; most of the social funds flow to state-owned enterprises, policy companies and listed companies, and the financing of small and medium-sized enterprises is greatly limited. On the other hand, the continuous development of information technology has spawned a new type of credit platform, network loan, which is an important financing target for small and medium-sized science and technology enterprises due to its low threshold, sufficient funds and other advantages. However, due to the strengthening of China's financial control, the online loan market is gradually shrinking. [3]

4. THE OPTIMIZATION STRATEGY OF FINANCING STRUCTURE OF SMALL AND MEDIUM Sized SCIENCE AND TECHNOLOGY ENTERPRISES

4.1 To establish and improve the financial service system

First of all, as the traditional financing channel and the main source of enterprise loans, banks should reduce the loan threshold of the same type of enterprises, provide them with some preferential conditions for capital loans, increase the proportion of loans, and appropriately improve the tolerance of capital risks of science and technology enterprises, in view of the growth characteristics of small and medium-sized science and technology enterprises. Secondly, we should open up equity financing channels, strengthen the disclosure of asset management information, improve the supervision system to prevent the occurrence of financial risks. In the market, we can gradually expand the market scope of science and technology innovation board to attract more innovative enterprises. Finally, in order to make up for the high investment risk of scientific and technological enterprises, we can set up a risk compensation fund with the support of government policies, so as to eliminate the worries of financing institutions about the investment risk of scientific and technological enterprises, and bring more sources of funds for scientific and technological enterprises. [4]

4.2 To promote the formation and improvement of targeted financial policy

On the one hand, the government should formulate some special preferential policies according to the characteristics of the same type of enterprises, improve the accuracy of the policies, set specific taxes for science and technology enterprises, make their preferential power greater than the general taxes, and appropriately reduce the tax rate for some well-developed enterprises, in order to promote the effectiveness of preferential tax policies for science and technology enterprises. On the other hand, due to the stage characteristics of enterprise development, the degree of preferential policies also needs to change. In the early stage of the establishment of the enterprise, the income tax can be appropriately reduced, so as to improve the survival rate of the enterprise at this stage. When the development of enterprises is stable, the preferential focus will be shifted to tax burden and reward, so as to encourage enterprises to continue to introduce scientific
and technological talents and increase R&D efforts. [5]

4.3 To promote the effective integration of financial service institutions

First, in order to activate the development power of the financing market, we should increase the support for science and technology service companies and private financial institutions, so as to gradually expand the financing market share of science and technology enterprises and provide them with a more favorable financing environment. We can also encourage the establishment of new technology loan companies through policy support, so as to make the financing market more diversified and the financing methods more convenient and efficient. Second, we should increase cooperation among different types of financial institutions. Although the current development of Internet financial institutions has not been on the right track and some preferential policies cannot be enjoyed, it can also launch financial products jointly with traditional financial institutions such as banks through cross-border cooperation, which can not only reduce the financing burden of enterprises, but also make the platform get preferential policies.

5. CONCLUSION

In short, the development and improvement of science and technology innovation SMEs is a gradual process. Although it is in the early stage of development and faces many difficulties, there are still many development opportunities in the long run. Therefore, small and medium-sized science and technology enterprises should strive to improve their R&D capabilities and competitiveness. The government, financial institutions and other social entities should also provide help and support to promote the continuous development of science and technology innovation in China.

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REFERENCES:

Research on the Construction of Financial Management System of Social Organizations

Yi Li
University of Aberdeen, Business School, Aberdeen AB24 3FX, England

Abstract: Social organizations provide public services and public products for the society by integrating social resources, so as to optimize the social governance structure and balance the contradiction between social equity and efficiency. However, the organization lacks professional financial personnel allocation in financial management, which leads to problems in many businesses processing, one-sided fuzzy budget management, and the lack of stable capital sources, and the lack of systematic and comprehensive construction of financial system. Through in-depth analysis, it is found that the main reasons for these problems are the imperfect supervision mechanism, imperfect management system and lack of the benefit driving of financing. Therefore, we should improve the construction of financial management talent team, establish a systematic budget management mechanism, and expand the source of funds access.

Keywords: Social organization; Financial management; System construction

1. INTRODUCTION

With the continuous improvement of China's economic and social development, social organizations, as an important part of the market, play an increasingly obvious role in the current social environment. Due to the public nature of social organizations, the improvement of their financial management system is related to their long-term development. In this context, this paper sorts out the important influencing factors of the financial management system of social organizations through research and analysis, finds out the main problems combined with the current development status, finds out the deep-seated reasons behind the problems through in-depth exploration, and finally puts forward the corresponding optimization strategies for the problems of social organizations, so as to provide theoretical support for the improvement and development of social organizations.

2. THE INFLUENCING FACTORS OF THE FINANCIAL MANAGEMENT SYSTEM OF SOCIAL ORGANIZATIONS

2.1 The size of social organizations

Compared with the profit-making organizations such as enterprises, there is no capital requirement for the establishment of social organizations, and the operation mode is different. Therefore, the scope of service can be divided into a relatively feasible measure for the scale construction of social organizations. The largest range is the transnational operation of social organizations. Because of its wide service area, numerous branches and complex personnel, centralized and unified management cannot take all local organizations into account, so it is necessary to take the unified leadership of headquarters and the management model of each branch, but in case of special circumstances, collective action will be taken. The second is the social organizations with the state as the unit, whose services are only for the domestic territory, but not limited by the region. Because of the relatively small scale and a lot of management span, it can be centralized and unified management in financial management, but also decentralized management, and the management mode is more flexible. The smallest scope is the regional social organizations such as provinces and counties, such as Poverty Alleviation and Development Association at county level only serves the staff or units in the county. This small-scale social organization is more convenient in management, and generally carries out the management and construction of financial system through centralized and unified way.

2.2 The functional characteristics of social organizations

The current social organizations are divided into two types: public and private. Public organizations, with the government authorization as the background, play an important role in promoting and controlling the public goods supply, social externality, fairness and stability. In the supply and service of public goods, it needs government and other official organizations to solve the general public demand, because it is not in line with the economic interests of enterprises. In order to resolve the imbalance and conflict between positive externality and negative externality, the government should take corresponding measures to punish the negative externalities, reward the subjects who exert positive external effects, and promote the realization of social equity. Because of the authority of the government of such organizations, only centralized and unified management can they perform their functions better. As the supplementary subject of public organizations, private social organizations mainly provide services for the areas where the government functions cannot play a role. For example, the government cannot provide public goods due to limited financial power, or services in specific areas can only be provided by ordinary groups.

2.3 Rights and obligations of fund raising

The rights and obligations of non-profit social organizations in the process of fund-raising are interrelated and complementary. Only when they have the right to control and use funds, can they raise funds spontaneously and actively, and regard fund-raising as the corresponding obligation. Therefore, in order to ensure the source of funds, reasonable allocation of funds, the senior managers of small social organizations within the organization are responsible for coordinating the
acquisition of funds, managing the actual use of funds, so as to make them consistent in rights and obligations. In large-scale social organizations, the financial management mode can be divided into three types: the first is that the high-level social organizations have complete fund management power, and the branches of each region only accept the instructions and arrangements of the superior, and implement the plan of fund use and distribution. The second is that the headquarters only needs to be responsible for the financing and management of part of the funds, such as some personnel remuneration, asset purchase and other expenses, and subordinate organizations can tap the channels for obtaining funds according to the internal operation. The third is for independent and parallel social organizations, which do not interfere with each other and are responsible for their own financing and investment.

3. PROBLEMS IN THE FINANCIAL MANAGEMENT SYSTEM OF SOCIAL ORGANIZATIONS

3.1 The professional level and comprehensive quality of financial personnel are not high

According to the internal composition of financial personnel of social organizations, many social organizations' financial work is basically completed by part-time financial personnel, even some social organizations do not have special financial personnel. Their financial work is managed by other departments. Only a small number of mature large-scale social organizations can employ full-time financial personnel. This situation shows that the degree of financial work is not enough within the organization, which also leads to the fuzzy division of financial personnel's work functions, weak sense of responsibility and poor financial management standards. At the same time, many financial personnel have low professional level. Due to the loose requirements on personnel selection, some accounting personnel without professional qualification certificate enter. The basic theoretical knowledge of finance is not solid enough. It can only deal with some simple financial accounting and statement registration work, but it is obviously inadequate for deep-seated fund management and financial statements, and frequently makes mistakes in common sense financial cognition, and these people have insufficient financial legal awareness, and there are some hidden dangers in professional ethics, and there are some irregularities such as financial fraud.

3.2 Unstable source of funds and low effective utilization rate

Due to the non-profit nature of social organizations, the sources of funds needed for daily operation mainly depend on the government special subsidies, financial funds, external donations or membership fees. From the perspective of government, because the current development of social organizations is short, compared with foreign countries, it has not yet formed a large-scale systematic development, and has a limited role in various fields in China. Therefore, the government has little attention and support for such organizations, and China is in a high-speed development stage. The main funds of the government have been invested in the construction of national economy. From the perspective of donation funds, the restriction of public offering qualification makes the number of social organizations of the same type less and the amount of charitable donations is becoming lower and lower. Although the income of membership dues belongs to the fixed source of funds, the amount of funds is small and will fluctuate with the changes of members. In addition, in the rational use of funds, social organizations often put the main funds on the planning and holding of social activities, the use of funds is mainly social attributes, but the lack of scientific planning on the multi-dimensional flow direction, circulation and cost control of funds has resulted in serious waste of funds. [3]

3.3 The budget is vague and lack of systematic planning

By dividing specific financial objectives, the financial budget makes the overall business decisions more clear and specific, so as to promote the effective achievement of the expected business objectives. In the non-profit organizations, due to the lack of budget awareness, their budget planning is mainly under the command of the superior organization, according to the unified budget standards and actual indicators to allocate the amount of funds. When there is investment project planning within the organization, the budget department only makes the budget plan according to the existing capital demand, ignoring the consideration of the capital expenditure of future projects, which is likely to lead to a capital gap in the process of investment projects. At the same time, the fuzzy and one-sided planning in the early stage makes it impossible for the financial department to clearly implement some project investment within the planning organization, and the actual operation will also have a chain reaction, and the final budget data will be confused. Therefore, budgeting is a systematic work, involving the work progress of multiple departments and different links. Social organizations must pay attention to it, work together and plan scientifically, so as to ensure the scientific and reasonable budget content. [4]

4. AN ANALYSIS OF THE CAUSES OF FINANCIAL MANAGEMENT PROBLEMS IN SOCIAL ORGANIZATIONS

4.1 The financial management lacks perfect system standard

The construction of financial management system should start from three aspects: accounting, financial capital planning and internal financial risk prevention and control. Specifically, there are accounting system reflecting the flow of funds through accounting, financial system standardizing the source of funds and expenditure distribution, and internal control system identifying capital operation risks and formulating prevention and control measures. Although many laws and regulations have been issued to guide and control the operation of private or state-owned enterprises, and the relevant supporting system construction is relatively complete, there are only a few rules and regulations to restrict the operation of social organizations because the development of social organizations in China is not mature enough. Therefore, there is no comprehensive system basis in the daily operation of social organizations, and the department
functions and work division are not clear and specific enough. There is a phenomenon that the financial personnel are randomly appointed or mixed with the financial department and other departments. Moreover, there is a lack of strict system construction and implementation of internal performance appraisal and personnel evaluation. [5]

4.2 Being lack of interest driven financing

For social organizations, the main purpose of their establishment is to give play to their public welfare attributes and provide public services and public welfare products for the society. It's a must to adjust the imbalance of resource allocation and strengthen the closeness among members of society. This also determines that social organizations are not profit-making in nature, and their main assets are reflected through public welfare undertakings. The owners of assets are not individuals, but social organizations or external investment enterprises. Moreover, this type of organizations is different from ordinary companies and enterprises, and there is no clear performance appraisal. As a result, social organizations lack a strong source of motivation and responsibility support in promoting internal operation. Due to the lack of interest driven, most of the workers lack enthusiasm and initiative, so there is no benign upstream and downstream interaction mechanism in financing, financial management and external services. In this mode of operation, social organizations mainly rely on their own sense of responsibility and sense of service and other personal subjective reasons to carry out fund-raising and operation, and the problem of unstable sources of funds is easy to occur.

4.3 The supervision and management mechanism of the organization is not perfect

In terms of external supervision of organizations, due to the current lack of attention to social organizations and immature self-development, China has not yet formed a perfect system construction in the supervision mechanism of social organizations, and there are few relevant laws and regulations, and the corresponding supervision agencies are also in the blank stage, so there are no clear regulations on the content, field and standard of supervision. At the same time, the exposure of social organizations is low; the public social information is limited, and the media and the public pay little attention to it, which makes the external supervision can not really play a role, and the use of funds and financial management of social organizations are relatively random. In the organization's internal supervision, there is no internal supervision rules and regulations, lack of financial implementation and control system of internal audit, and some organizations do not even set up a special regulatory department.

5. RESEARCH ON THE COUNTERMEASURES OF PERFECTING THE FINANCIAL MANAGEMENT SYSTEM OF SOCIAL ORGANIZATIONS

5.1 To strengthen the construction of financial staff

First of all, in the employment and selection of financial personnel, we should formulate scientific personnel appointment and selection standards, including education background, certificate, work experience, financial practical ability and other comprehensive indicators, so as to ensure the diversification and comprehensiveness of the standards as far as possible, and then comprehensively evaluate the candidates through open selection method to select the more excellent financial talents. Secondly, social organizations should strengthen professional training for financial personnel, regularly or irregularly carry out financial professional knowledge and practical ability training, and provide sufficient financial support and equipment construction. At the same time, experts in the financial field can be invited from outside to share financial knowledge. The training content can also be used as the performance evaluation standard or salary and welfare evaluation index to guide senior financial managers to carry out internal financial training, so as to stimulate the enthusiasm of internal personnel training. Finally, in terms of training content, we should aim at cultivating financial management talents with good comprehensive quality and excellent professional level, and enrich the perspectives and levels of training, such as financial management methods and concepts of social organizations, risk identification, internal control, accounting standards, professional ethics and so on. [6]

5.2 To promote the diversification of capital management

On the one hand, we should broaden the channels of fund-raising. We can apply to the government for special financial funds in the form of developing specific projects, or strive for opportunities for service outsourcing to increase the fund channel of government purchase. This can not only effectively reduce the financial burden of the government, avoid the excessive dependence of social organizations on the government, but also help to improve the fund-raising ability of social organizations and promote the positive performance of social organizations. From the perspective of public welfare, we can also make donation plans with novel themes and high-quality contents for private enterprises, which can not only establish a good social image for private enterprises, but also increase their own influence and attract more financial support from enterprises. On the other hand, social organizations should appoint professionals to check the funds regularly according to the requirements of laws and regulations to ensure the safe use of funds. They should also reasonably allocate the flow of funds according to the main uses of funds, do a good job in fund planning and internal control, and take into account the daily operation of the organization and the construction investment of project investment, to improve the efficiency of the use of funds.

5.3 To establish a systematic budget management system

In order to ensure the specialization and scientization of financial management, non-profit organizations should learn advanced financial management experience from enterprises, introduce budget management tools, and improve the construction of internal financial management system. First, in the preparation of the budget, the budget of internal operation should comprehensively consider the fixed assets, rent, labor cost and other aspects of the budget. The budget of project funds should cover...
the whole process of project implementation, from market research, signing project to development and construction, project closing report and so on, so as to ensure the smooth and orderly development of the later project. The preparation of financial budget should be based on the above two items, and the balance sheet, cash flow statement and other financial statements should be formulated. Second, in the implementation of the budget, we should strictly control the expenditure of the budget according to the budget plan. If there is a large deviation between the capital expenditure and the budget, we should timely analyze the reasons behind and find out the source of the problem. The budget expenditure can be appropriately adjusted in special circumstances.

6. CONCLUSION

Financial management plays a crucial role in social organizations, and affects the operation and sustainable operation of social organizations. Therefore, social organizations should attach great importance to financial management, timely find the problems and deficiencies in financial management, and constantly optimize and improve, and establish a scientific financial management system.

REFERENCES
The Comparative Analysis on Korean Films in the 1960s--Taking the Housemaid and Mother and a Guest as examples

Peiqiong Zhang1, 2
1School of Journalism and communication, Pingdingshan University, Pingdingshan 467000, Henan, China; 2Department of Communication, Dankook University, Gyeonggi Do 16890, South Korea

Abstract: After the Mid-20th century, the Korean film industry has developed greatly. Especially in the 1960s, under the background of no war and colonization, benefiting from the economic development and government support for the film industry, Korean films entered the first golden age. During this period, a variety of classic films emerged, and a great upsurge of films was set off in Korea. To a considerable extent, the development of Korean films has broken the monopoly of Hollywood films and gradually occupied a place in the international film industry. This paper makes a comparative analysis of The Housemaid and Mother and a Guest to explore the significance of the development of Korean realistic films in the 1960s.

Keywords: Korean films; Comparative analysis; 1960s; Realism

1. INTRODUCTION

In the 1960s, the Korean film industry created a large number of excellent films with both artistic value and commercial value. At that time, Korean films mainly focused on the life of those people at the bottom of the social, economic and cultural background at that time, which could have a great resonance with the audience. From the perspective of the main plot, the Housemaid is about the middle-class family in the 1960s. Because of the involvement of servants, the husband derailed, and the whole family fell into a kind of creepy collapse. After the woman was pushed down the stairs by the man's wife, resulting in abortion, she pushed the man's child down the stairs. Therefore, the staircase has become an important clue of the film, which plays an important guiding role in highlighting the contradictions of the characters. Later, the husband, who was going to die with the housemaid, changed his mind and returned to his wife after seeing his body fall on the stairs, and their life was restored to the calm state. [1] The movie Mother and a Guest tells the story of a 24-year-old widow who lives with her mother-in-law and daughter. One day her husband once thought that her painter friend came to live at home and had an ambiguous relationship with the heroine. But the heroine in the face of new feelings has been unable to get rid of the shackles of traditional ideas in the heart, painter friends are also "bound" by the traditional moral concept, dare not face their own feelings, so this relationship has no actual development. The similarities of the two films are in the scope of family ethics, which leads to different fates through the different choices of the two heroines. From the general plot development, we can see that in the same era background, women's personality liberation has been put on the agenda with the gradual influx of western thoughts into Korea. Under the oppression of war and reality, women's status is low and they have to sacrifice everything for their families at any time. Even with the influx of new ideas, the traditional female responsibility is deeply rooted in women's hearts. [2] Some people, like the maids in The Housemaid, are willing to destroy other people's families in order to improve their social status and level. The heroine in the novel guests and mother in Mother and a Guest, on the premise that her husband has passed away, is still severely restricted by the feudal traditional concept. She does not dare to speak to the painter's friends alone. If she crosses the line, she will be severely looked at by her mother-in-law. This can reflect the traditional ethics in their hearts woven into a cage.

2. A COMPARATIVE ANALYSIS ON THE PLOTS OF THE HOUSEMAID AND MOTHER AND A GUEST

From the specific details of the film, the director used very different atmosphere in the production of two films. In The Housemaid, the director takes the stairs of the male master's family as the main clue. The stairs not only separate the two floors, but also divide the family atmosphere into two different states. The love between the host and the maid could not be exposed to the sun, and the discordant sound effect of the film added a bit of horror and uneasiness to the film tone. In the movie Mother and a Guest, the appearance of painter friends broke the calm state that the heroine had in her family. Even if the calm was indifferent and narrow, the appearance of painter friends added a color and warmth to the life of the heroine. The heroine and the painter cannot directly talk, the daughter of the heroine Yuji has become the two people's mouthpiece. Even under the pressure of traditional etiquette, the leading characters cannot have in-depth communication, but the ambivalence atmosphere is still reflected in the film. In addition, in the film Mother and a Guest, there are three widows in the heroine's family, which are the mother-in-law, the maid and herself. In such a family environment, the heroine's self-emotion has been in a strong depression, and there is often the supervision of the mother-in-law and the hidden monitoring of the maid. It is a strong pressure for the heroine, this kind of
treatment can be seen that traditional rituals and religions have produced the confinement of women liberation and women independence.

4. A COMPARATIVE ANALYSIS ON THE FEMALE CONSCIOUSNESS OF THE HOUSEMAID AND MOTHER AND A GUEST

The heroine of two films met similar things. One was killed after breaking the baseline of morality, and the other only suppressed the real feelings inside. What can be reflected is the women's attempt to self-liberation in the social background at that time. Whether it is film or literature, the perspective that it touches, as long as it is related to social reality, will reflect the misfortune and suffering of survival.

Korean society is a typical patriarchal society, with a low status of women. Women are taught to have "feminine temperament" in the process of growth, namely passive, clean, obedient, dependent, weak, reserved, etc. After the development of this character and spiritual quality, it is not only conducive to the control of the original family to women, but also to the control of women by marriage and family. At that time, Korean society generally believed that women "won't do anything", deny and limit women's ability and value, deprive them of the social resources they should have, do not give women equal personal development opportunities in education and workplace, and consider childbearing and housework as women's obligations in family. Therefore, the long-term oppression of etiquette and education is difficult to make women realize free liberation and obtain the same social status as men. The ending of the heroine in both films is very bleak, which shows that under the influence of the ethics which lasted for thousands of years. The helplessness and fear of women also reflect the unshakable and insurmountable nature of traditional etiquette and education.

In the two films, the director uses the lens to predict the fate of characters and plot development, which makes Korean film aesthetics enter a new stage. Lens language is rich and colorful. By comparing the small characters with the strong social background, the theme of the film is more prominent, which has a great positive significance for the performance of the hardship of the people at the bottom. This way is not only the deep embodiment of aesthetics, but also of great significance for the plot and narrative. It connects the past and the present to make the audience more involved and more likely to resonate with the film. It shows that through narrative, it can constantly let the past memories show, thus establishing a kind of film world which is beyond literature and history.

5. THE REFERENCE SIGNIFICANCE OF 1960S KOREAN FILMS

China and South Korea both belong to the East Asia cultural circle. As neighbors, they also uphold Confucianism. The two countries are interconnected in many aspects, such as ideology, culture, living habits and values. Today, the booming ratings and achievements of South Korea's films and TV plays have a lot of elements and experience for China's films and TV plays in the transition period. [5] The ideological personality of South Korean movies that directly hit the social focus and face the social status quo also creates more possibilities for its development. [6] For China's film and television production, the spirit of paying attention to the bottom heap, the courage of facing the social reality, and the experience of making realistic films is worthy of China's refernce and innovation.

6. CONCLUSION

1960s' Korean films focused on realistic issues including colonialism and anti-colonialism, class contradictions and the life of the bottom-heap people, which promoted people's in-depth pondering on social reality and continuously furthered the development of Korean realistic films. This golden age (1960s) laid an important foundation for the future development of Korean films and promoted the continuous development of Korean film aesthetics, which makes Korean films an independent brand in the international film industry.

REFERENCES

Research on Strengthening Cultural Teaching Practice of Mathematics in Primary and Secondary Schools

Runmin Zhang
Yanka Kupala State University of Grodno, Grodno, Republic of Belarus

Abstract: With the rapid development of information technology, the application of mathematics in China is more and more extensive, and mathematical literacy is also regarded as the basic literacy required by individuals. Moreover, China's primary and secondary school curriculum reform has repeatedly proposed to strengthen cultural teaching in mathematics, but in fact, China's mathematics education in the past few decades has been focusing on the cultivation of theoretical knowledge and practical skills, ignoring the humanistic quality involved, which leads to the lack of cultural factors in China's mathematics education. In this regard, this paper will explore the practical research of strengthening the cultural teaching of primary and secondary school mathematics, and discuss the necessity of strengthening the cultural teaching of primary and secondary school mathematics in China, the teaching status of mathematical cultural education, and the optimization path of mathematical cultural teaching, in order to provide meaningful reference for the integration of cultural elements in primary and secondary school mathematics curriculum.

Keywords: Mathematics in primary and secondary schools; Teaching practice; Mathematics culture

1. INTRODUCTION

Strengthening the infiltration of cultural elements in mathematics teaching, that is, strengthening mathematics cultural education, has been concerned and discussed by relevant scholars in the society as soon as it is put forward. In recent years, the compilation of mathematics textbooks for primary and secondary schools in China includes the content related to culture teaching. However, due to the limited space and the lack of attention paid by relevant personnel to the content of this section, mathematics teachers pay little attention to students' culture education in the teaching process, such as students' attitude and interest in mathematics. In this regard, this paper explores the current situation and the reasons behind it, and puts forward some suggestions and opinions.

2. CLASSROOM PRACTICE THEORY OF STRENGTHENING CULTURE TEACHING IN PRIMARY AND SECONDARY SCHOOL MATHEMATICS

2.1 Realistic mathematics education theory

At the end of 1960s, a significant reform of traditional mathematics education to real mathematics education, represented by Hans Freudenthal, emerged in the Netherlands. The teaching idea of realistic mathematics education is a new teaching idea put forward by Hans Freudenthal, which mainly involves two important concepts: situational problems and mathematicalization. Different from the traditional mathematics teaching content, the real mathematics education does not support the direct display of the existing mathematical calculus structure and mathematical calculation results for students in teaching, but advocates that students should establish their own mathematical cognition through the study of basic theory, and then build their own mathematical structure on this basis. [1] It can be said that this new teaching mode encourages students to start from the real situation and use the concepts related to mathematics to solve the problems they encounter in life. Nowadays, the idea of strengthening cultural education in primary and secondary school mathematics advocated by us is related to this idea. By providing situational scenes in classroom practice, students' rich imagination can be stimulated; traces of mathematics can be found along the track of life, and the transformation from specific life problems to abstract mathematical problems can be realized, so as to deepen their understanding and interest in mathematics.

2.2 Constructivist mathematics education theory

Constructivism education theory once set off a wave of methodology in the whole field of education. From the perspective of cognitive psychology, constructivist mathematics education theory holds that knowledge is established through the interaction between the subject and the outside world. In this process, the subject interacts with the surrounding environment, reflects, obtains abstract concepts, and then reconstructs and expands its own cognitive structure. Combined with the practical teaching of mathematics, scholars who hold constructivism education theory advocate that students are learning subjects with existing knowledge and experience, and form their own mathematical knowledge structure system through the screening and absorption of the knowledge taught by teachers. Therefore, students' active learning and thinking of mathematics directly determines the quality of teaching, while teachers and textbooks only play an auxiliary role. At present, to strengthen the cultural education of mathematics in primary and secondary schools, and pay attention to the mobilization and cultivation of students' enthusiasm and creativity, which is consistent with the constructivism teaching theory to some extent. The subjects selected in culture teaching are all derived from real life. Students integrate and summarize their own experience and new knowledge, so as to create a mathematical world of their own. [2]

2.3 The necessity of cultural education in primary and secondary school mathematics

Keywords: Mathematics in primary and secondary schools; Teaching practice; Mathematics culture

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Mathematics curriculum has experienced round after round of innovation and reform. At present, the most concerned countries in the world should be how to strengthen cultural education in mathematics teaching. Students' emotion, personality, attitude and point of view reflected in learning mathematics are widely concerned. Therefore, strengthening the teaching of mathematical culture in this process is an effective way to promote students' innovation and development. From the perspective of domestic reform policies, the curriculum standards promulgated in recent years in China have repeatedly mentioned the learning requirements of mathematical culture education, and the related remarks mentioned include "mathematics is a kind of human culture", "mathematics is an important part of human culture", etc. It can be seen that China's education attaches great importance to strengthening mathematical culture education. Judging from the formulation of mathematics curriculum standards abroad, the United States aims to let students understand the value of mathematics, the United Kingdom focuses on guiding students to appreciate the beauty of mathematics; Portugal emphasizes students' enthusiasm for mathematics and the flexibility of using mathematics to solve problems in teaching, and Japan requires students to understand the relationship between mathematics and human beings. Generally speaking, it has become a necessary task to strengthen the practical application of cultural education in primary and secondary school mathematics classroom.

3. THE CURRENT SITUATION OF THE PROBLEM OF INTEGRATING CULTURE TEACHING INTO PRIMARY SCHOOL MATHEMATICS CLASSROOM

3.1 Students' cognition of mathematics culture education is different

As the main body of school education, students' cognitive level of strengthening cultural education in mathematics classroom is uneven. The students with different attitudes can be roughly divided into two categories: the first category is the good students with excellent mathematics performance, who have a psychological resistance to the cultural education taking up classroom time. They think that the cultural knowledge teachers tell, such as the interesting stories of mathematicians and the background stories related to mathematical principles, has little to do with the mathematical knowledge required by textbooks, which is a waste of time and resources. The second is the students who are more difficult to learn. Although they have been used to the speed and content of teachers' lectures, they still have a strong curiosity and interest in the newly added knowledge of mathematical culture. Because they focus too much on the stories in mathematical culture, they even have no impression of the professional knowledge of mathematics in class. How to balance the output ratio of mathematics knowledge and cultural education content to meet the learning needs of different students is a problem that teachers need to pay attention to and improve in practical teaching.

3.2 The integration of mathematics culture education affects the teaching progress

Mathematics culture education is a new teaching content, forced into the classroom teaching will only increase the teaching burden of teachers, thus affecting the normal state of teaching progress. Combined with the teaching practice of mathematics culture education in primary and secondary schools in China, it is bound to add new culture teaching plate on the original basis, which will directly lead to a series of variables such as teaching quality and teaching progress difficult to control, if we want to add the content of culture education in classroom teaching. In addition, due to the students' inconsistent acceptance of culture and education, some students resist the content unrelated to mathematics knowledge, which directly reflects the teachers' follow-up progress, class delay and other problems. Another part of the students show a strong interest in the story content of mathematical culture, but their grades and learning quality are not very optimistic. For a long time, both teachers and students are in a state of fatigue, which goes against the original intention of strengthening mathematical culture education in primary and secondary schools, and also poses new challenges to teachers' teaching ability.

3.3 The content of cultural education in mathematics textbooks is less

As a new teaching part, mathematics culture education appears in the textbook books. How to arrange is a difficult problem. At present, the content of cultural education is very small in the mathematics textbooks of the people's education in primary and secondary schools in China. On the one hand, the content of the cultural education involves many aspects, such as the history of mathematics and human beings. Generally speaking, it has become a necessary task to strengthen the practical application of cultural education in primary and secondary school mathematics classroom.

3.4 Teachers' ability in practical teaching needs to be improved

The teaching ability and quality of teachers are the key factors to success of mathematics culture education practice. It is necessary to integrate cultural education into the mathematics teaching in primary and secondary schools, such as cultural teaching ability, communication and expression ability, organizational research ability, etc. Therefore, it is a great challenge for mathematics teachers to infiltrate cultural education factors into subject
education. Besides, compared with the traditional mathematics education, the education of mathematics culture has a short history of only a few decades. Because of the lack of practical content in mathematics culture education, most primary and secondary school teachers have little attention to it, so it is difficult to have a deep understanding and recognition of the connotation of mathematical culture. Therefore, in practice teaching, teachers generally focus on whether students can master basic mathematics knowledge and skills, and to some extent ignore the cultural education of students. That is, the neglect of students' learning process and learning experience. Because of the long-term loss of the content of mathematical culture education and the lack of cultural education in teaching materials, teachers have not paid due attention to their cultural value in mathematics teaching, and the teachers' own cultural quality needs to be improved.

4. EXPLORATION ON THE PATH OF STRENGTHENING CULTURE TEACHING IN PRIMARY AND SECONDARY SCHOOL MATHEMATICS

4.1 To receive immediate feedback and improve students' cultural cognition

The main purpose of mathematical culture education is to cultivate students' mathematical literacy and improve their humanistic quality. Students are the main body of education and should occupy a dominant position in the process of mathematical culture teaching. Therefore, in the process of practice, teachers need to pay attention to students' listening feelings and immediate feedback at all times. For example, the excellent students mentioned above do not pay attention to the content of cultural education, but think that adding cultural elements will have a negative impact on the mastery of mathematical knowledge and skills. Teachers need to readjust the teaching mode, change the teaching content and form, and focus on how to output the relevant content of mathematical culture without affecting the teaching of subject content. In addition, for students with learning difficulties, teachers need to observe their behaviors, such as the number of times to take notes in class, the frequency to look at the platform, the sitting posture when listening, and judge their true attitude towards the integration of subject content and mathematical culture through a look or action. In addition, teachers can understand students' real ideas through theme class meeting or parents' meeting, and use different methods to improve students' cognition of mathematical culture according to the actual situation.

4.2 To add knowledge links and select cultural teaching materials

The choice of the content of mathematics culture teaching materials should be consistent with its teaching objectives. From the development history of mathematics, there are a large number of literature related to mathematical culture, such as Booklets on Mathematical Culture is the summary of mathematical culture knowledge edited by Professor Li Daqian, with a total of 30 volumes. In addition, with the rapid development of Internet technology, there are abundant network resources related to it at home and abroad. Therefore, before designing the content of teaching materials, teachers need to consult a large number of relevant literature, and study the subject content of each chapter of mathematics teaching materials, select the relevant mathematical cultural content, and then effectively integrate them, so as to promote the classroom teaching effect and complete the relevant requirements and indicators of cultural education in the teaching objectives. In addition, teachers can collect cases of cultural education into mathematics classroom teaching through the Internet, and compare and analyze the existing cases through the methods of "extracting the essence and discarding the dross", and screen out cases similar to their current teaching difficulties, learn from experience and summarize them, so as to better carry out the practical teaching of mathematics culture.

4.3 To strengthen cultural education and improve teaching evaluation methods

Only when mathematics culture education is integrated into subject teaching in an all-round way can it promote the cultivation of students' cultural quality in an all-round way. However, in the specific implementation process, after teachers add the content of cultural education into classroom teaching, it causes problems such as the delay of teaching progress and poor teaching quality. The reason is that most teachers only copy and paste the cultural content, which is not pleasing in classroom teaching, but affects the subject teaching. Therefore, teachers need to pay attention to the continuity of teaching steps in each stage of teaching practice, such as the preparation stage before teaching, the implementation stage of teaching design, and the teaching evaluation stage, which should run through the content of cultural education, so as to improve the students' acceptance of mathematical culture, and to improve the cultivation of students' cultural literacy as a whole. In addition, teachers can add mathematical culture content when assigning homework after class, for example, letting students collect background information related to the knowledge of this class, related mathematicians' stories, etc., setting mathematical culture related problems in the usual test, and including cultural literacy related factors in the evaluation system.

4.4 To improve teaching mode and enhance teachers' cooperation and communication

In addition to the improvement of teaching design, teaching content and teaching evaluation, the innovation of teaching mode is also very important for the presentation of classroom effect. However, at present, China's primary and secondary school mathematics culture education is still in the initial stage of exploration; teachers do not have much experience, often "feeling the stone across the river", step by step. In the face of such a new teaching section, only relying on the efforts of teachers themselves is far from reaching the expected requirements of teaching objectives, so it is very necessary to strengthen the communication and cooperation between individual mathematics teachers. First of all, teachers can express their views and attitudes on the teaching of mathematical culture by participating in the theme seminar organized by the school or off campus teaching.
and research team, put forward problems in view of their current difficulties, and discuss and solve problems with other members. Secondly, during the discussion, teachers should listen to everyone's opinions and thoughts, take notes, summarize the teaching ideas provided by the team, and improve and innovate the teaching mode in combination with reality, so as to effectively promote the development of mathematical culture education.

5. CONCLUSION

To sum up, mathematics culture education has attracted much attention under the promotion of the reform of basic education. Therefore, this paper explores the practical research of mathematical culture education in primary and secondary school classroom. On the one hand, it finds problems in classroom teaching practice, and puts forward targeted suggestions and ideas according to the current teaching situation; On the other hand, from the third perspective, it discusses the impact of mathematical culture education on primary and secondary school students, leaving research data and results for future researchers related to this topic.

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