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The Development Path of Cross-Border E-commerce Enterprises in the Post-epidemic Era

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Abstract: Cross-border e-commerce promotes the global import and export trade, connects domestic market with international market, promotes the optimal allocation of global resources, and provides an important vehicle for small-and-micro enterprises to "go out". However, with the development of e-commerce, some problems that limit the development of e-commerce enterprises arose, such as the undeveloped cross-border logistics, the imperfect legal system, trade protectionism influences, the lack of talents and so on. This paper would propose some countermeasures for the enterprises from the perspective of long-term sustainable development.

Keywords: Cross-Border E-Commerce Enterprises; Post-Epidemic Era, Logistics; Electric Payment; Brand Marketing

1. INTRODUCTION

In the 1990s, e-commerce began to sprout and developed rapidly in China. Cross-border e-commerce enterprises do not need to make a deal face to face, they can display, negotiate and get paid on Internet, which effectively reduces trade costs, improves trade efficiency, and realize trade facilitation. Due to the national e-commerce supportive policy, wide application of digital technology, and the outbreak of COVID-19 epidemic, more and more trade enterprises applied the "Internet + Foreign trade" mode.

2. DEVELOPMENT STATUS OF CROSS-BORDER E-COMMERCE

Cross-border e-commerce is developed on the basis of network, so it is different from the traditional trading ways. China's cross-border e-commerce is mainly divided into business-to-business (namely B2B) and business-to-consumer (namely B2C) trade mode. There are large-scale e-commerce platforms for both models, such as Alibaba International Department, LightInTheBox, Amazon, eBay, wish, and so forth, which provides opportunities for start-ups, individual businesses and small-and-micro enterprises. Being a consumer, one can just log on to the electronic platform and conduct 24H-global shopping through the mobile phone or computer. And this procurement method has become the mainstream.

In order to facilitate the trade of cross-border e-commerce enterprises, China has approved the establishment of China's Cross-border E-commerce Comprehensive Pilot Zone. The pilot zones kept exploring, innovating and reforming to promote facilitation. For example, Shenzhen zone takes the lead in "direct purchase abroad, online shopping bonded import, special supervision area export, global central warehouse" and other fields. Since the birth

of the first zone in Hangzhou on March 7, 2015, the State Council has approved 5 batches of cross-border e-commerce comprehensive test zones. And by May 2020, 105 zones have been approved in May 2020. More efforts would be made to solve the bottle-neck problems of the development of cross-border e-commerce enterprises.

The B2B export occupies the dominant position in cross-border e-commerce export transactions. This is because the large-scale export is mainly under B2B mode, and the import of cross-border e-commerce is mainly through "overseas online shopping" by individual consumers. The B2B export volumes are increasing year by year, but the proportion of which is declining year by year. The B2C exports also have been growing rapidly, the highest annual growth rate reached 80.6% in 2017. The outbreak of the epidemic has resulted in the new format of the business exhibition. Take the 127th Canton Fair in June 2020 as an example. It is the first time for this oldest trade event be held on Internet in its history, which provided the platform for both the Chinese and foreign merchants to make deals on Internet. It is mainly held for B2B mode businesses, but also for some B2C platforms. It established online live broadcast column and link, and set up 10 × 24-hour online broadcast room for each exhibitor. Enterprises can not only conduct separate face to face negotiations with merchants online, but also promote a large number of merchants through the network broadcast.

3. CHALLENGES FOR CROSS-BORDER E-COMMERCE ENTERPRISES

(i) Cross-border logistics need to be optimized.

The B2B logistics mode of cross-border e-commerce enterprises mainly include traditional container shipping, and the B2C logistics mode mainly includes postal bags, air transportation, etc., which has a higher cost. Whenever the goods pass through a country, it is bound to go through the process of customs clearance and tariff payment. Import and export will go through the following procedures, such as domestic logistics, departure customs clearance, international logistics, entry customs clearance, commercial inspection and tax reporting, foreign logistics and so on. This not only generates higher fees, but also provides longer trading times. It usually takes 7 to 21 days or more to deliver the goods.

Moreover, because some cross-border logistics systems are not connected, the consignee can not track and know about the logistics information in time. At present, about 70% of B2C e-commerce goods are exported by postal bags. And due to multiple transfers, there are some disadvantages, such as slow transportation speed, commodity damage and high piece loss rate. In addition,

the postal packages have very strict restrictions on the size and weight of the goods.

Storage problems restrict the further development of small cross-border e-commerce enterprises. The location and operation costs of overseas warehouses are too high. At present, the enterprises, who engage in overseas warehousing operation in the e-commerce logistics market, are transformed from the relatively large-scale e-commerce enterprises with self-operated overseas warehouses, and it is inevitable that e-commerce operation are shortcomings for them. In some countries, cross-border e-commerce logistics is limited by the backward economic level, and it is of slow speed and high cost, which seriously affects the development of cross-border e-commerce enterprises in the country.

(ii) Trade protectionism influences

Cross-border e-commerce faces the same market risks as traditional trading enterprises. Because of the COVID-19 epidemic, trade protection measures have increased significantly. On the one hand, many countries have taken different measures to fight with the epidemic, such as "block cities", which influenced the sea and air transportation, directly leading to the increase of trade costs and the supply of the production accessories. It also can lead to the collapse of the whole supply chain, endangering the stability of the global industrial chain. Then trade protectionism arose, it would lead to the overall decline in the demand for overseas goods, and a decline in orders. If the cross-border e-commerce enterprises sell the goods that are seriously homogeneous, and get order mainly on cost competition, they are more likely to be affected by the fluctuations of the international market.

(iii) The legal system needs to be improved

Cross-border e-commerce business, different from domestic trade, needs the support of the National Development and Reform Commission, the General Administration of Customs, and the State Council. Quality problems of cross-border e-commerce products brought overseas online shopping consumers great trouble. The tracking of goods logistics cannot be as convenient as domestic e-commerce. In terms of commodity quality and rights protection, they belong to different countries and apply different laws. On the one hand, it is important for a country to formulate perfect cross-border e-commerce laws and regulations; on the other hand, it is also necessary to formulate cross-border e-commerce laws and regulations among all countries, particularly, in countries signing bilateral free trade agreements and regional free trade agreements. For example, on November 15, 2020, 15 Asia-Pacific countries formally signed the regional comprehensive economic partnership agreement on e-commerce, they are Japan, South Korea, Australia, New Zealand, 10 ASEAN countries, and China. In addition to the electronic certification and signature, online consumer protection, online personal information protection, network security, cross-border electronic mode information transmission, China also for the first time incorporated data flow, information storage and other

provisions in the free trade agreement, under the premise of China's laws and regulations

(IV) Lack of cross-border e-commerce professionals

Cross-border e-commerce talents need to be familiar with e-commerce professional knowledge, e-commerce enterprise management construction, English network store management, consumer purchase preferences, international trade knowledge, domestic and foreign laws, cross-border finance, market prediction and so on.

On the one hand, the present graduates generally have theoretical knowledge, and familiar with a certain field, but do not meet the standard of compound talents. For example, one has certain foreign language skills and international trade knowledge, but lack of knowledge about cross-border e-commerce, system design, laws and regulations, and so forth. On the other hand, the people in need may not be retained. If the region where cross-border e-commerce enterprises are located, the talent policy incentive mechanism is relatively lacking, and it is not attractive for the talents to be retained only by the wages.

4. DEVELOPMENT PATH OF CROSS-BORDER E-COMMERCE ENTERPRISES

(i) Accelerating the construction of logistics system and exploring the new model of overseas warehouse establishment.

On the one hand, China should encourage enterprises to build a number of high-quality overseas warehouses in relevant countries, especially in key markets. For e-commerce companies that do not have the ability to build self-built cross-border storage systems, they can join the business operation of large overseas warehouses or establish overseas alliance warehouses with large enterprises. The establishment of its own overseas warehouse abroad can not only shorten the route, reduce the transportation time, achieve the purpose of reducing logistics and transportation costs, but also reduce risks, realize localized operation, and offer efficient return and exchange maintenance and other after-sales services. On the other hand, international logistics tracking and inquiry system should be improved. First, it's necessary to promote the network technology cooperation in countries signing bilateral and changeable free trade agreements, in order to enable consumers to inquire about the immediate state of logistics at any time.

(ii) The leading role of the cross-border e-commerce comprehensive pilot zone should be improved.

Local governments should support cross-border e-commerce comprehensive pilot zones to attract enterprises such as manufacturing, e-commerce platforms, warehousing and logistics, financial risk control, express delivery and other service industries. They will activate local surrounding and upstream and downstream enterprises in the industrial chain, and create a good environment for the development of cross-border e-commerce enterprises. Local governments, industrial organizations and trade promotion institutions should endeavour to build public service platforms, and help cross-border e-commerce enterprises participate in domestic and foreign trade sales activities.

(iii) Cultivate interdisciplinary cross-border e-commerce professionals

Cross-border e-commerce involves a wide range of professional knowledge, and it has a strong demand for interdisciplinary compound talents. Firstly, from the theoretical aspect, the school can set up cross-courses on the basis of the original major. It should not only involve in English, international trade, e-commerce and other courses, but also in marketing, law, economics, programming and other related courses. On the other hand, in terms of practical ability, the school can also strengthen school-enterprise cooperation, establish relevant internship bases and entrepreneurial centers. Senior excellent from domestic cross-border e-commerce enterprises can be invited to give lectures to schools or training bases. All efforts should be made to cultivate compound talents with both theory and practice.

(iv) Improving product quality and brand building

The cross-border e-commerce enterprises should pay attention to the branding strategy, and emphasize on scientific and technological research and development, so as to constantly innovate and improve the quality of products. As brand is a mark of customers' understanding of products, and also an important symbol to convey customer experience. What's more, it effectively prevents the direct competition of its competitors, effectively distinguishes its products from other similar products, promotes the repeated purchase of loyal customers. Thus it will increase sales and profits, enable cross-border e-commerce enterprises to achieve long-term sustainable development.

5. CONCLUSION

Affected by the COVID-19 epidemic, the traditional foreign trade met many severe challenges and

opportunities, and cross-border e-commerce has become a new growth point for the development of international trade. Cross-border e-commerce enterprises will survive all the challenges and achieve long-term sustainable development. Though the road ahead is dangerous and difficult, we can only achieve our goals with constant efforts. We must press ahead with a sense of perseverance to expect a better future.

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Analysis and Research on the Reform and Development of Compulsory Education Collectivization School Running in Liaoning Province

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Abstract: In recent years, the educational collectivization school running model has gradually spread across the country. Documents like the "Opinions on Deepening the Reform of the Educational System and Mechanism" and the "Opinions of the CPC Central Committee and the State Council on Deepening the Reform of Education and Teaching and Comprehensively Improving the Quality of Compulsory Education" clearly stated that many inflexible school running models will be used such as "deepening the reform of the school system, improving the management model, piloting school district management, and exploring the collectivization school running, adopting entrusted management, strong schools leading weak schools, school alliances, and nine-year consistent system." At the same time, the Department of Education of Liaoning Province has thoroughly studied and implemented General Secretary Xi Jinping's important expositions on education. In April 2018, the "Guiding Opinions on Promoting the Reform of Compulsory Education and Promoting the Integrated Development of Urban and Rural Compulsory Education" was issued. It adhered to the people-centered development of education, giving full play to the driving and radiation role of high-quality educational resources, and vigorously promoted the reform of collectivization education. The overall improvement of the educational quality and school running level of compulsory education schools in the region has effectively solved the problems of uneven development of compulsory education and "school choice heat". Through continuous efforts, schools in various places have successively formed a batch of advanced experiences and models of innovative collectivization school running that can be learned and used for reference. In September 2019, all 110 counties (districts) in Liaoning Province passed the national supervision and evaluation of the basic and balanced development of compulsory education at the county level, and the reform effect of the collectivization school running model is beginning to show. Up to now, in the compulsory education stage, the province has established 661 education groups, 2, 687 member schools, and the number of group member schools accounts for 61.8% of the number of schools in the compulsory education stage. Compulsory education collectivization school running has become a new way and a new model to promote the high-quality and balanced development of basic education in Liaoning Province.

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Key words: Liaoning Province; Education; Reform

1. STRENGTHEN OVERALL PLANNING AND POLICY GUIDANCE

In order to response to the people's expectations for better and fairer education, Liaoning has combined actual conditions, strengthened organizational leadership, improved working mechanisms, and fulfilled the main responsibilities, and successively issued a series of policy documents such as the "Implementation Opinions on the High-quality Development of Basic Education in the New Era", Determined the work idea of "high-quality driving, complementary advantages, gradual coverage, and common development", and vigorously promoted the reform of the collectivization school running model. Since 2019, The Provincial Department of Education has successively held on-site meetings to promote the "burden reduction and quality improvement" of compulsory education and the reform of the collectivization school running model, and special meetings for the province to promote the reform of the collectivization school running model. In the province's compulsory education front, unify thinking, raise awareness, build consensus, keep integrity and innovation, and have embarked on a path of innovation in the reform of group education. [1-3]

2. INNOVATIVE REGIONAL CHARACTERISTIC SCHOOL RUNNING MODEL

2.1 "1+X" school running model

This model aims to take high-quality schools as the leader and absorb weak schools to form compact or loose education collectivization. Through management restructuring, resource reorganization, and system innovation, it will give full play to the radiating role of high-quality educational resources and realize the expansion and appreciation of high-quality educational resources. The "1+X" collectivization school running model has emerged throughout the province, and the Heping District of Shenyang City has achieved full coverage of the compulsory education stage collectivization in the region with the "entity + alliance" model. Haizhou District of Fuxin City adopts the approach of "urban schools + rural schools, high-quality schools + weak schools". Urban schools and high-quality schools are used as the main schools of the alliance to formulate development plans and deploy branch schools of the alliance to carry out their work.

2.2 School district overall planning model

This model strengthens the continuity of the nine-year education in the school district and the stability of the construction of the characteristics of elementary and middle schools through resource sharing, complementary and interactive management, and effective connections in courses, teaching, and activities. The Xigang District of Dalian City, in accordance with the school district plan, combines elementary and middle schools in different stages of the school district into "slices" for overall planning, and uses the district's junior high schools as the leader schools to form a vertical span study period education collectivization. The running model of school district's coordination makes the school district's standardized operation rules to follow, and also makes it possible to build a long-term mechanism for the co-construction and sharing of educational resources.

2.3 Educational alliance school running model

This model relies on famous principals to form a management team to form an education alliance, which is influenced by the principals to realize the joint construction and sharing of alliance schools. Based on the traditional high-quality schools in the region, Dalian has formed a school-running consortium within or across regions, and quickly transformed a number of weak schools. In the year when the Chaoyang Third Middle School Education Alliance was formed, the enrollment achieved a fivefold increase in the number of students from weak schools, and the idle educational resources were quickly revitalized. The educational alliance's school running model has realized the "big channel" of high-quality resources of software and hardware, effectively alleviating the contradiction in school selection, increasing the proportion of nearby enrollment, and becoming an exploratory move to expand the coverage of high-quality education brands in basic education.

2.4 University affiliated school running model

Educational collectivization led by universities use their educational research advantages to carry out education and teaching experiments and lead the frontier of education development as the core competitiveness of the development of education collectivization. This model aims to be led by universities and promotes the development of cooperation between university affiliated education collectivization schools and universities. Dalian has built a series of education collectivization in the region or other regions by leveraging the influence of universities such as Liaoning Normal University and Dalian University of Technology, educational and teaching facilities, cultural brands, hardware conditions and talent intelligence and other resources and advantages to build a series of education collectivization in this area or another area and break through the barriers between university and basic education through cooperation in running school to support collectivization school running.

2.5 The school model of "famous schools run branch schools"

This model aims to give full play to the radiating and leading role of high-quality schools, to form education collectivization in the district or across districts, and

across cities to form new branch schools to effectively promote the vitality of local basic education. Liaoning Provincial Experimental School took advantage of the strengthens of schools directly under the province and established branch schools in Huanggu District, Yuhong District, and Benxi City of Shenyang City, forming a collectivization school running structure consisting of the school headquarters, affiliated kindergartens, Chishan campus and Benxi branch schools. Creating a high-quality brand of "Respect Education" and suitable for the development of every student has realized linkage, sharing and mutual promotion within the collectivization, created more high-quality educational resources, and has become an important strategy for promoting the high-quality and balanced development of basic education in the region.

3. ACTIVELY EXPLORE AND FORM POWERFUL MEASURES

3.1 Innovative management mechanism

Collectivization schools in all cities in Liaoning province actively reformed their school running concepts and explored ways of integrated development. The Liaoning Provincial Experimental School and the Shuangtaizi District Experimental Primary School in Panjin City use the "famous school + new school" model and unified management to ensure that the collectivization school starts from a high starting point and runs high-quality schools. The second elementary school of Literature and Art Education Collectivization in Shenhe District, Shenyang City has established the school's "Goose Array Management" model, changing the pyramid management layout into a goose formation, and building a management structure in which the decision-making level and the executive level "supplement each other". Since the establishment of the education collectivization in Panjin City, management committees have been established to directly manage the schools within the collectivization, adopting a management model of a team in charge of two or three schools. Innovative mechanisms for collectivization school management in various provinces and cities have emerged one after another, providing an effective mechanism guarantee for the flow, sharing and development of high-quality educational resources.

3.2 Cultivate characteristic curriculum clusters

In the exploration of education collectivization, many famous schools in the field of basic education in Liaoning Province have actively created a characteristic "school-based curriculum clusters" belonging to the collectivization through independent research and development, and realized the collectivization's "highlight project". The Nanjing First School Education Collectivization in Heping District, Shenyang City developed the "big Chinese" course through the main school, the West Tower branch developed a robotics course, the Changbai Island No. 1 school developed a micro-moral education course, the Changbai Island No. 2 school developed a museum course, and the Zhenxing Street branch school developed a "famous mouth course", Tongze Street Branch School developed "group cooperation courses". These high-quality course resources are shared within the region, between regions, and

spanned study period. This maximizes the educating function of the curriculum cluster and maximizes the satisfaction of students' individualization and diversified learning needs.

3.3 Establish a "reservoir" for collectivization teachers

The collectivization unified teaching management, teaching progress, teaching and research activities, teaching and research requirements and evaluation to maximize complementarity and optimize teacher resources. The education collectivization in Anshan, Tieling, and Liaoyang have coordinated teacher management to actively promote teachers in collectivization to jointly carry out observation, lesson preparation, lecture evaluation, and academic exchange activities, and establish a unified teaching quality monitoring and evaluation system. Strengthen cohesion in terms of curriculum standards, teaching content, teaching methods and learning methods, and learn from each other's strengths. The Lianfeng Primary School Education collectivization in Mingshan District, Benxi City strives to "activate" the resources of famous teachers in the school, gave full play to the leading role of the "famous teacher studios" of various disciplines, and continuously attracted new members from all campuses of the collectivization to join in cross-campus mentor-apprentice pairing, and conducted joint research and promotion. Not only allows young teachers to grow rapidly, the flow of high-quality teacher resources also improves the overall quality of education and teaching and high-quality balance of the collectivization.

4. DEEPEN EDUCATION REFORM AND INNOVATION, AND INITIALLY ACHIEVE POSITIVE RESULTS

The provinces and cities "adapted measures to local conditions", combined with actual innovative work ideas, and selected specific models to solidly promote school reforms, making Liaoning Province collectivization school running reforms fulfill the people's urgent desire to "open famous schools to their doorsteps", and effectively promote the integration of urban and rural compulsory education reform and development have achieved positive results.

4.1 Promote the balanced development of compulsory education

As an important task of deepening education reform, collectivization school running is guided by high-quality, balanced and shared development, rationally allocates educational resources, and gives full play to the radiation, demonstration and leading role of high-quality educational resources^[3]. The collectivization education reform has narrowed the gap between weak schools and rural schools, and gradually improved the quality of education and teaching, effectively curbing the phenomenon of "school choice heat", cooling down the school district housing, and achieving practical results visible to the common people. The collectivization's internal educational facilities, curriculum resources and other educational resources are shared, complementing each other's advantages, and speed up and increase the efficiency of the high-quality and balanced development

of compulsory education in the region.

4.2 Realize the improvement of education and teaching quality

Through the collectivization school running reform, the radiating effect of educational resources and educational concepts has been highlighted. Collectivization schools have moved forward together, high-quality schools have been expanded, weak schools have been upgraded, and collectivization schools have achieved comprehensive optimization in the aspects of campus environment, faculty, and campus culture. Stable cooperation fields and working procedures have achieved good results of "1+1>2". In a branch school of Jinzhou No. 8 Education Collectivization, the number of students has grown from 120 in the early stage of collectivization operation to more than 1,300. The student's education quality monitoring grades have been ranked at the top of the city from the bottom. The Huludao Experimental Second Primary School Education Collectivization Business Campus has expanded from 10 classes with 303 students in the early days of the school to 22 classes with 882 students today. The overall growth rate has nearly tripled. Now it has become a "famous school" that the common people yearn for.

4.3 Promote the deep integration of regional education informatization

Through the integration and application of information technology and education and teaching, and the establishment of online management and teaching and research platforms, the collectivization school has opened up the boundaries of inter-school resources. During the period of "stopping classes without stopping learning" online teaching, the sharing of online courses was realized, and the results of informatization teaching were effective. Application has narrowed the education gap within the collectivization. Relying on the remote education teaching video interactive system, Ganjingzi District of Dalian City has carried out the education and teaching practice of "famous school classroom", "famous teacher classroom" and "synchronized classroom" based on the network environment, giving full play to famous principals and teachers in education management, teaching activities and The role of radiation in teaching and research activities. During the COVID-19 pandemic, Tiexi District, Anshan City formed a "Collectivization-School-Class-Home" education cloud platform, opening up the collectivization online training function that benefited 1,578 teachers in the district^[3]. Through new technology carriers such as network and long-distance technology, time and space restrictions are broken, effectively reducing the difficulties of intercommunication, building a communication platform for the in-depth exchange and integration of information resources within the collectivization, and promoting the overall improvement of the education and teaching level of the collectivization's schools.

4.4 Promote the professional development of teachers

Under the background of collectivization school running, the professional level of the teaching team has been continuously improved, showing a good trend of

revitalizing famous teacher resources, inter-school exchanges and sharing, and quality spiraling. Through collectivization cadres and teachers exchanges, cross-school teaching, teaching seminars, joint lesson preparation and other activities, cadres and teachers flow freely within the collectivization, positions can be up and down, and personnel can enter and exit, unified performance appraisal within the collectivization, mobilized The enthusiasm of cadres and teachers, while giving full play to the radiating role of key teachers in teaching and scientific research, urges young and middle-aged outstanding teachers to dare to stand out, cultivate a high-level teacher team to form a famous teacher studio, and generate positive feedback within the collectivization school. The cluster effect has greatly improved the scientific research results obtained by the group, effectively promoted the professional development of teachers, and strengthened the school's endogenous motivation.

4.5 Promote the high-quality development of "holistic education"

Liaoning Province's collectivization school running reform work has strengthened the Party's leadership of primary and secondary schools, adhered to the "holistic education", strengthened the concept of co-creation, shared sports and aesthetics labor resources, the education collectivization member schools have positive interactions, campus cultural activities are rich and colorful, and sports activities with their own characteristics, and the patriotic education forms continue to innovate. Students have a brighter outlook and their physical fitness has improved significantly. The collectivization's internal sports, art, and labor teachers jointly research and teach, manage together, plan as a whole, establish an exchange and rotation system, and adopt measures such as senior professional title evaluation to favor sports, music, and aesthetics teachers to continuously improve the important status of sports, music, and aesthetics teachers. The collectivization school implements the fundamental task of morality education and develops a strong synergy of quality education, which has become a powerful measure for the implementation of the "holistic education" in Liaoning.

5. SUMMARY AND OUTLOOK

In general, currently Liaoning Province compulsory education collectivization school has derived a variety of

effective practice models, which have initially achieved positive results, and have effectively promoted the high-quality and balanced development of compulsory education in Liaoning Province. In the next step, Liaoning will thoroughly implement the "Opinions on Further Stimulating the Vitality of Primary and Secondary Schools" issued by the Ministry of Education and other eight departments, further deepen the reform of the collectivization school running model, and vigorously promote the balanced and high-quality development and integrated construction of urban and rural compulsory education. Selecting demonstration zones and demonstration schools for collectivization school running model reforms, building a new school running pattern featuring shared symbiosis, collectivization development, integrated innovation, and a harmonious educational ecology with reasonable layout, high-quality, balanced, openness and integration, so as to realize the urgent desire that "open famous schools to our doorsteps" of the common people. Continue to work hard to consolidate the results, to meet the needs of high-quality education for the all-round and personalized development of young people, improve the people's sense of gain in education, and strive to run compulsory education in Liaoning that is satisfied by the people.

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Methods and Ways for College Students to Play the Exemplary Role of Party Members Under the Background of New Times

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Abstract: In the new era, college student party members, as special groups in the party organization, are the new forces to optimize the structure of the party members, and also an important force to strengthen the party's advanced construction. The Party Constitution clearly stipulates that Communist Party members should give full play to their exemplary role. As a college student party member in the new era, the play of its exemplary role is not only an important yardstick for the grass-roots party building work in colleges and universities, but also an important guarantee for enhancing the cohesion and combat effectiveness of the party organizations. In order to understand the present status of the exemplary role of the contemporary college student party members, better promote the exemplary role of the party members of college students, and on the basis of defining the standard of the exemplary role of the college students, this paper designs the questionnaire from the three aspects of the leader, backbone and bridge of the party members. The Party members and non-Party members of different types of universities are selected as the survey objects, and the conditions and existing problems of the role of university student Party members in playing exemplary roles are analyzed. Aiming at the existing problems, the measures of digital network platform are proposed, and database storage technology and data analysis technology are cited. Through the digital network platform, college students can give full play to the exemplary role of party members and increase their influence.

Keywords: New era; College students; Party members; Network platform

1. INTRODUCTION

The "Opinions on Further Strengthening and Improving College Students' Ideological and Political Education" issued by the Central Committee of the Communist Party of China pointed out that the grass-roots party organizations in universities should attach great importance to the development of student party members and strengthen the education of the advanced nature of Party members among college students and improve their accomplishments in the Party so that they can give full play to the leading role and exemplary vanguard role in the ideological and political education of college students. The report of the 18th CPC National Congress also emphasized the need to improve the quality of party members, enhance their party spirit, continuously strengthen the education and management of the ranks of party members, and promote the majority party members

to give full play to the vanguard exemplary role ^[1-4]. The vanguard and exemplary role of the communist party members is a concentrated expression of the advanced nature of the party and is a major mission of party members stipulated by the party constitution. The report of the party's 18th National Congress and the important speech of General Secretary Xi Jinping emphasized that they must conscientiously study the party constitution, and regard the respect of the party constitution and the observance of the party constitution as the basic requirements of party members. The Party Constitution clearly stipulates that Communist Party members should fulfill the obligations of Party members and play a pioneering role in production, work, study and social life. Especially in the background of the Party Central Committee among all the members of the party to carry out the learning and education activities of "Two learn one to do", the party members, an important part of the party organization, should actively respond to the call of the party and the state, conscientiously study the party rules and regulations, be qualified party members, and give full play to the lead, backbone and bridge role of the vanguard model. Contemporary college student party members are the most advanced representatives of young college students. They are the most ideal and responsible generation. The exertion of their exemplary role not only directly affects the future development of young college students, but also is the urgent need to enhance the party's progressiveness. Therefore, it is of great practical significance and objective necessity to carry out the research on the exemplary role of college student party members in the new era ^[5-8].

2. ANALYSIS OF THE EXEMPLARY ROLE OF CONTEMPORARY COLLEGE STUDENT PARTY MEMBERS

2.1 Status of contemporary college student party members to play an exemplary role

According to the standard of the vanguard role of the college student party members, the questionnaire is designed from three aspects of leading, backbone and bridge, and some specific situations of Party members and non party members are investigated, and the status of the contemporary college student party members to play the role of vanguard model is analyzed. The survey selected college students from three colleges of A Comprehensive University, B Normal University, and C Technological University as the survey subjects and distributed 800 questionnaires. There were 242 valid questionnaires from comprehensive schools, 236 valid questionnaires in

science and engineering schools, and 258 valid questionnaires in normal schools. The effective recovery rate was 92%.

(1) Situation of playing leading role

In the lead to carry forward the positive social spirit, strengthen moral character and cultivation, in the party democratic life meeting criticizing the wrong party members, 29.26% of the college student party members will implicitly raise opinions, 34.15% of the party members choose to action according to the situation, and another 36.59% of the party members choose to be silent. No one of the investigated party members dared to criticize directly. When seeing someone randomly trampling on the lawn, 65.85% of the party members want to stop, but fail to act. 29.27% of the party members go straight away; only 4.88% of the party members choose to stop and educate the parties. In addition, 49.29% of non party members believe that they have a weak and even no impact on the integrity of college student party members in the struggle against violations of discipline. It can be seen that some college students party members present a certain "Good-hearted person" thought, and do not dare to fight against lawlessness and discipline, and fail to play an exemplary role in carrying forward the positive atmosphere of the society.

In terms of political ideals and beliefs, many college student party members are unstable in their political positions and their ideals and beliefs are shaken. The survey data show that only 9.76% of the party members think communism will be achieved, 43.9% of the party members think it may be realized, and 39.02% of the party members think it's very slim. When asked about "how do you learn about political theory", 48.78% of the party members said they would not take the initiative to study political theory, and 39.02% of the party members tended to obey the school teaching arrangements, and only 12.2% of the party members would actively participate in theoretical study. It is concluded that some college student party members did not consciously enhance their party spirit and improve their political theory quality. College student party members have not been able to bring their non party members to good sides in strengthening their communist ideals and beliefs. Only 28.81% of non party members believe that party members have a great influence on their ideal and belief in communism. The proportion of non-members who think that the impact is general, the impact is weak, and they have no influence account for 44.07%, 20.34%, and 6.78%, respectively.

(2) State of playing backbone role

In terms of job performance, 32.44% of the party members stated that they will always complete the tasks assigned by their superiors on time. 49.51% of the party members stated that they often do so. Another 48.78% of party members stated that they have never undertaken important and onerous tasks. 19.1596% of the party members said that they often took on, and only 4.88% of the party members said they always took on. The response of non-Party members to this question is consistent with that of Party members. It can be seen that undergraduate Party members have a certain degree of responsibility in their

work, but they do less to undertake important and onerous tasks. In the question "You know your classmates have mistaken in work, but choose not to speak in order not to sinners", 85.37% of party members choose different degrees of compliance. It can be seen that some members of the college students are not strong in principle in their work, and do not criticize, but only in harmony.

(3) Status of playing the role of bridges

In propagating party and country guidelines and policies, 12.2% of party members stated that they actively promoted, 31.71% of party members said that they occasionally promoted, and 51.34% of party members stated that they had never publicized the party and the country's guidelines and policies. It can be concluded that college student party members are not enthusiastic about the promotion of the party and the country's policies and are not active. The above data shows that the relationship between college student party members and non-members is good, but it has not strengthened contact with non-party members and has not actively understood the non-party members' ideological learning dynamics.

2.2 Problems existing in the exemplary role of contemporary college student party members.

(1) The leading role does not play well and does not play a good role. Especially after joining the party, they has reduced its own requirements. In the face of conflicts of interest, the relationship between individuals, collectives, and the state cannot be correctly handled and rationally rationalized, and they cannot be a good example of the vanguard model to promote the students to establish the correct motivation to join the party^[9-10].

(2) Ideals and beliefs are weakening and political positions are wavering.

Among the members of the college students surveyed, only 9.76% of the party members believe that the Communist society will be realized, 43.996 of the party members think it may be realized, and 39.02% of the party members think that the opportunities for realization are very slim, and more than 7.3296 of the party members think that it will not be realized.

(3) Attach importance to professional learning and neglect the cultivation of theoretical literacy.

Student party members have insufficient understanding of the importance of learning political theory, and lack of attention to the improvement of their own political theory, and lack of initiative and enthusiasm for the study of political theory.

(4) Lack of daily behaviors and weak organizational discipline. In the survey, "you can make sure that you are not late for class, not leaving early, or absent from class", 63.41% of the student party members said they could do it, and 24.64% of the student party members said they could do it. From these data, it can be concluded that most college students can observe the discipline in class. However, there are also phenomena of skipping classes, absenteeism and lateness.

3. METHODS FOR UNDERGRADUATE PARTY MEMBERS TO PLAY AN EXEMPLARY ROLE IN THE NEW AGE

3.1 Establishment of digital network platform

The digital network culture in Colleges and universities has information dissemination function, social mobilization function and entertainment function. It has a far-reaching impact on college students to play the exemplary role of Party members. The information dissemination function of University Network Culture: The Internet has changed the traditional way of information dissemination, and it has the public information dissemination function of the traditional media, and forms a counterbalance with the traditional media in the way of communication. Correspondingly, the dissemination of university network culture has the characteristics of decentralization and interaction. As a recipient of information, college students will be influenced by the network culture of universities. The interaction of university network culture communication gives students the opportunity to publish information, so that college students can become publishers and recipients of information at the same time. Moreover, through technical support such as web forums, the network has achieved a small-scale exchange of personal information. Internet magazines, online podcasts, audio-visual programs, forum threading and other services have the characteristics of "broadcasting". Therefore, the news of colleges and universities, the contents of online forums, etc., are spreading through the Internet very quickly, with a greater scope and influence, which is of great significance in promoting the model of party members of college students. This article aims to establish a pertinent digital network platform for the problems of undergraduates in the context of the second part of the new era, using PS and CSS3+html technologies to complete the design and development of digital network platforms. The system uses B/S mode. The most critical part of the entire system is the database system. A powerful database can support the perfection of an excellent platform design, through the software system and the database system to achieve through the software interface to observe and process operational data.

(1) Application Background and Needs Analysis: Through the analysis of the exemplary role of college students in the second chapter, the business process of the online platform is obtained. Through the analysis of the functions of each module, the demand analysis of the network platform is obtained.

(2) Formation and development: Through comparative analysis of several development languages, Java was selected as the development language, JSP as the development technology, and build a program development platform My Eclipse.

(3) Database design: The system uses Microsoft's My SQL as a database, through the analysis of the site's various entity attributes to draw ER model diagram. By analyzing the ER diagram, the database table design is finally obtained.

(4) Writing applications: Follow the interface-oriented design approach, which is conducive to the system's scalability. Therefore, grasping the system level is very important for interface design.

(5) Testing and optimization of applications: Module testing and system testing are performed in various ways such as white box testing and black box testing.

(6) Release Databases and Applications: After the design is completed, the program is launched in My Eclipse.

3.2 Experimental results and analysis

Through the final development and testing, the digital network platform shown in Figure 8 is obtained. It can be seen from Figure 8 that party members can publish advanced deeds and advanced behaviors to the platform. Students can click to view and at the same time can evaluate the behavior of party members. Party members can play an exemplary role in interacting with students. At the same time, the system can filter and delete the malicious attack information released by the platform that is detrimental to the behavior of party members and prevent the spread of bad information. In this digital system, party members can publish their excellent deeds on the platform to achieve common learning and common progress. In the end, the platform supports "online school, " "online branch, " and "member's home" to enable college student party members to learn through the Internet, conscientiously acquire rich political theoretical knowledge, and accept advanced ideological influence. Therefore, this platform is of great significance to the role of university students.

4. CONCLUSION

The college student party member is the most dynamic and influential group in the youth group and is a special part of the party organization. They should strictly follow the requirements of the party constitution and become examples in learning, models in life, and models in their work. They always influence and motivate the students around them with the vanguard image and give full play to the role of exemplary leaders, backbones, and bridges. Based on the actual data analysis, we get the current situation and problems of College Students' exemplary role in the new era. In view of the problem, a solution is put forward - the establishment of digital network platform, through the use of JSP, Mysql, HTML and other technologies to develop digital network platform, and through the network management to play the role of the exemplary role of the party members.

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Research on Innovation and Teaching Path of Comprehensive Material Painting in Higher Vocational Colleges Based on Subject Interaction

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Abstract: With the continuous development of science and technology, the types of materials are also changing with each passing day and constantly refresh people's views on art. Under the mutual exchange of different disciplines, the interaction of disciplines is gradually increasing, and at the same time, it has gradually become an important feature of cultural and scientific research in this era. Under such an artistic background, comprehensive materials combine the knowledge of various disciplines to be the most perfect expression of contemporary culture. At the same time, the innovation and teaching of comprehensive materials painting need to rely on the theory formed by the integration of humanities and natural sciences. For higher vocational colleges, teaching innovation and path reform need to be carried out from multiple levels, so as to carry out better teaching under the background of subject interinvolve.

Key words: Subject Interaction; Composite Materials; Higher Vocational Education; Innovative Teaching; Methods

1. DEVELOPMENT BACKGROUND AND CURRENT SITUATION

With the continuous progress of science and technology, the ever-changing types of materials are constantly refreshing people's ideas. Materials are not only the basis for artists to create, but also a kind of media and artistic language for artistic expression. In the context of continuous social development, the interaction of disciplines has produced a variety of new comprehensive materials, thus broadening the understanding of materials in the field of art, and artists' concept of materials has also changed to a certain extent. In the process of artistic creation, artists begin to pay attention to the internal implication of materials, so as to better express the expressive power of materials themselves, and release the natural force and creativity of materials themselves. In higher vocational education, the innovative thinking and teaching of comprehensive material painting is to reshape and think about the whole aesthetic habit and cultural ability, and make use of diversified subject knowledge to cross and collide, forming a new theory to promote the further development of teaching and innovation. Through the integration of knowledge and culture, materials and skills, hand and brain, to achieve the innovation and reform of the whole teaching concept, is gradually becoming a new path of painting teaching in higher

vocational colleges under the background of interdisciplinary.

1.1 Development background of comprehensive material painting

From the perspective of the development and progress of society, the thought of innovation and improvement is often carried out under the background of new material, as a result of the content of the object changes, for the idea of change and development is provided and the direction, if not timely ideas of reform with the development of era, will lead to thought cannot meet the requirement of times development to produce the error. Nowadays, the social art is gradually separated from the traditional concept, and the creation of art is also developing towards a high degree of freedom and innovation, and at the same time, it has surpassed people's spiritual world. Painting education in higher vocational teaching, but also brings together the art collection of creative and forward-looking, under the background of social environment and the subject of mutual infiltration, more should actively for in-depth study of academic thought and artistic creation, from theory to skills and thinking to more comprehensive training of students, combined with the background of the era of the knowledge structure of the painting teaching in higher vocational colleges and ideas for further innovation. With the support of technology, the expression forms of art have been greatly enriched and expanded, from two-dimensional pictures to three-dimensional images emerge in endlessly. With the continuous enrichment of materials, the relationship between materials and painting art has become more and more complex, and it has become an inevitable trend for painting art to move towards synthesis.

1.2 Foreign research status

To painting in the field of the western art, more focus on the integration of materials and techniques, use of material is the medium for the creation of art, at the same time also will be different because the material impact on the artist's thinking and techniques, the creation idea and performance methods of interaction, through long-term development has formed a variety of unique writing style and genre. As early as the 18th century, painting techniques were taught in Europe and The United States, as well as specialized research studios. Until the last century, due to the continuous development of science and technology, the concept of art has undergone a great change. The artistic value of materials itself has been deeply explored and explored, and the redefinition of

materials has been realized, and the integration of their own value and spiritual connotation has been realized. As a basic element of art, materials have been loved by artists throughout the development of art. The first collage was created by Picasso in 1912. Due to the innovation of materials, the limitation of space was broken and a new era of painting was created. The development of art cannot be separated from the important role of materials. It is the continuous enrichment of materials that creates different art eras.

1.3 Domestic research status

In China, the study of materials was completely blank before the 1980s, and it was not until the late 1990s that it began to be gradually paid attention to, and the artistic and aesthetic value of materials began to be truly explored. Nowadays, with more and more material is applied to the painting, painting materials, as the diversification of painting materials and painting techniques to cross the fusion, has formed a new kind of composite material painting painting form, with the deepening of the research for this painting way, more and more people to join, painting exhibitions and carried out a lot of research activities, Greatly promoted the development of comprehensive material painting. With the deepening of the research for composite materials drawing, our country's higher vocational colleges in the painting in the process of education are also positive to carry out the practice of this method of painting, and for this painting way for the innovation and reform of the education method, so as to make full use of all disciplines involved each time background, implementation of comprehensive material painting education innovation. But at present, our country not yet sophisticated enough for the research of this painting way, at the same time for the material of comprehensive painting way of research is not enough, the researchers also enough, so its development progress is relatively slow, so comprehensive materials of painting teaching in higher vocational colleges should actively, so as to better promote the research of this painting way.

2. PROBLEMS OF PAINTING TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 Outdated teaching methods

With the continuous development of painting teaching, as an art of course, should be closely connected with the development of The Times, but at this stage there are a lot of the lack of innovative painting teaching in higher vocational colleges, the whole teaching effect cannot reach the ideal state, so that more and more students lose interest in learning and motivation. Under the traditional teaching concept, vocational colleges often pay more attention to the teaching of those skills and methods in the teaching process, and suppress students' creative thinking to varying degrees, which leads to the loss of many students' creativity, and thus can not create high-quality paintings. At the same time, teachers in the teaching is not fully combined with the development of the society, but overemphasis on painting skills of students, make students lose creativity, leading to the development of the students in the future a series of problems in the process, in this kind of teaching mode to cultivate the students, to better

adapt to the demand of The Times, As a result, many students will be hindered after graduation.

2.2 Backward teaching resources

For arts students, and timely renewal of teaching resources is very important, compared to other disciplines, the teaching materials for teaching effect is not big, but for drawing teaching, if there is no reference to new teaching resources in time, can let a student will not be able to appreciate art everyone's thoughts in a timely manner. Moreover, if the teaching resources are too old, students' thinking may not be fully active, thus reducing their interest in learning, which is not conducive to students' learning and development, and also leads to the inhibition of students' creativity, which is not conducive to the cultivation and exploration of talents. If in the teaching process, only the use of those ancient works for teaching, so bad for students to learning and understanding of the new era of thought, lead to students can not to make full use of the new age of various materials, also can't way of drawing and painting art innovation, leading to unable to carry on effective comprehensive materials of painting teaching. It causes the separation of humanities and science, which is not conducive to the development of students' aesthetic cognition, resulting in the deviation of understanding and the decline of creativity, and the cultivated talents cannot better adapt to the society, which is not conducive to the further research and development of comprehensive material painting in China.

2.3 Backward teaching equipment

In the Internet era, a variety of teaching equipment has been rapidly developed, multimedia teaching has become the basic facilities for students' teaching, at the same time, in many schools, more diversified teaching equipment has been introduced, so as to better assist teachers in teaching and improve teaching quality. Although at present, many colleges and universities have updated their teaching equipment, some colleges and universities still lag behind in teaching equipment. According to relevant investigations, the teaching equipment of some higher vocational colleges is very backward, and classroom teaching mainly relies on teachers' explanation and teaching materials prepared by teachers. It is because of this that the teaching quality of many higher vocational colleges cannot be improved more quickly. In addition, some is not fully use the teaching equipment in higher vocational colleges, because teachers are not enough to understand the operation of equipment, the resistance of teachers has caused many also leads to can't effective use of these equipment, for the composite materials of painting teaching, in the process of teaching information couldn't be more extensions, thus for students' understanding of materials, As a result, students' comprehensive ability cannot be improved faster.

3. IMPROVEMENT MEASURES

3.1 Improve teaching methods

Shall, in the process of education in higher vocational colleges, combining with the basic knowledge of various disciplines, the students the basic knowledge of a full rich, thereby better to master relevant knowledge of various materials, can be more handy in the future study, will be

the value and connotation of the material itself, showing paintings at the core of the composite materials. Moreover, through cultural education, students can be helped to improve the cultural connotation, understand the modern Chinese aesthetic spirit and aesthetics, so as to better put themselves into the modern cultural background, and have a deeper thinking and perception of the value of art. The teaching method combined with the development of The Times is used to improve the teaching method, so that students can better combine the development of The Times, restrain their own learning and improve their comprehensive quality.

3.2 Make full use of teaching resources

In the Internet era, the ways to obtain information are becoming more and more diversified, but the use of the Internet to obtain information is gradually becoming the main channel for people to obtain information. In this context, the aesthetic way and emotional expression of young people will be more unique. Because growth and life have a great influence on students, so in the process of professional education, we should strengthen the education and enlightenment of students' humanistic spirit, use the phenomenon of life to realize the multi-dimensional and multi-way cultivation of students, promote the development of students' aesthetic consciousness, and shape students' artistic personality. In the teaching process should also actively introduce popular elements, use the Internet to obtain more information, so as to achieve the expansion of teaching resources, help students better personality training, and promote the development of comprehensive material painting.

3.3 Update teaching equipment

Teaching equipment is the foundation of teaching, want to achieve high quality of teaching must have good equipment foundation, only then can better to cultivate students, therefore, higher vocational colleges should actively updating equipment, through the use of more advanced equipment, can better teaching, and teaching content expanded at a deeper level. In order to ensure the quality of teaching, higher vocational colleges can introduce equipment for comprehensive material painting,

and popularize material knowledge for students, so that students can learn more about new materials in the process of learning, so as to better integrate them into painting. Finally, the use of the advantages of the equipment, the full integration of humanities, science and technology, art innovation, to achieve rich classroom teaching content, so that students more dare to innovate, so as to constantly promote the development of China's comprehensive material painting, to achieve a freer artistic spirit.

4. CONCLUSION

Under the background of inter-disciplinary interaction, it is difficult to carry out the teaching of comprehensive material painting in higher vocational colleges. Only by constantly innovating teaching methods and teaching ideas, cultivating students' innovative thinking and innovative ability, can we better help students to study and practice, and cultivate more artistic talents.

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On the Promotion of Vocational English Skills Competition to English Teaching in Vocational Colleges

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Abstract: With the increasing emphasis on English skills, vocational English Skills Competition has gradually entered vocational schools and become one of the skills projects in various vocational colleges. The English skills competition tests the students' English expression ability and urges them to improve their English learning ability. By the higher vocational English teaching with the professional English skills contest, influence the reform of higher vocational English teaching, to continually promote the benign development of higher vocational college English teaching in China, this paper mainly analyzes the professional English skills contest, to promote the feasibility of the higher vocational English classroom study professional English technical competition to promote higher vocational English teaching.

Key words: Professional English Skills Competition; English teaching; Vocational English; To promote

1. THE IMPORTANT CONTENT OF ENGLISH SKILLS COMPETITION

China's internationalization process is deepening, the educational concept has changed, higher vocational education has been paid more and more attention. The state requires that vocational education should give priority to the improvement of students' practical ability. Teachers in vocational colleges should take this as the goal of teaching and combine theoretical knowledge with practice to achieve the teaching effect that students can apply what they have learned. As an important skill competition project of higher vocational colleges in China, vocational English Skills Competition enables students to master vocational English skills and apply them in practical experiments through the combination of English teaching and classroom teaching, which is in line with the current national educational concept. Vocational English skills competition plays an irreplaceable role in vocational English teaching and plays an important role in various vocational colleges. Vocational English Skills Competition can promote the reform of English teaching in vocational colleges and influence the construction of English teaching system.

The competition is divided into four parts: online test, situational communication, workplace application and professional style. The online test focuses on the students' listening, speaking and reading skills, and examines the contestants' grasp of basic English. In situational communication, YOU can ask me to look at pictures and talk. The test room provides some pictures, forms and

written materials for the contestants. According to the materials, the contestants can give relevant descriptions and introductions in English. As the name suggests, the workplace application process is to investigate the English communication skills and English thinking awareness needed by the players in the workplace. The inspection method is mostly to set special scenes, requiring the players to introduce products, formulate contracts and solve disputes in English. The examination of professional style has a high requirement on the English ability of the players. The players are required to deeply elaborate a certain point of view in English, and the expression is required to be skilled and logical. The key is to master a large number of vocabulary and be able to skillfully apply it comprehensively.

Demand is one of the characteristics of vocational English Skills Competition. The Competition focuses on the students' personal ability, personal development and personal style, and organically combines the three to investigate the practical application ability of oral English of students in vocational colleges, so as to promote the improvement of oral English practical ability. The most important function of English teaching in higher vocational colleges is to transform students' theoretical Knowledge of English into English expression ability in real life, which is a kind of cultivation of professional professional accomplishment. Vocational English skills competition follows the social needs, so vocational students take an active part in the vocational English skills competition, so that they can have a deep understanding of the professional requirements for English talents, and improve their own abilities with a direction. Teachers in higher vocational colleges should improve their teaching level and English ability according to the examination of the TECHNICAL English competition, so as to better meet the needs of students. Vocational English Technology Competition plays a leading role in English teaching in higher vocational colleges.

2. THE DILEMMA OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

The Reform of English education in higher vocational colleges in China is under way, but the current situation of English teaching in higher vocational colleges is still not optimistic, and there are many problems: In recent years, higher vocational colleges continue to expand enrollment and have a large number of students. Most of the English teaching in higher vocational colleges is taught in large classes. It is difficult for English teachers to pay attention to students' personalities and the teaching mode is too

formalized to really help students improve their English communication skills. Most vocational college students have weak English foundation and are tired of Learning English. The purpose of learning English is to deal with the examination, and the students' Enthusiasm for Learning English is not high. Some schools only pay attention to the reform of the optimization of teaching equipment and teaching means, and ignore for the cultivation of the students' English skills, English teachers in the teaching activities is still the main body of the classroom, students just English knowledge recipients, in a relatively passive position, lack of students' learning initiative, the traditional education pattern, is not social needs for English talents.

3. PROMOTING EFFECT OF VOCATIONAL ENGLISH SKILLS COMPETITION ON ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 Promote the transformation of English teaching concepts

The teaching concept plays a guiding role in the reform of English teaching in higher vocational colleges. In the professional English Technology Competition, pictures, forms and written materials are provided for the reference contestants, and the students are required to have a balanced development and comprehensive mastery of listening, speaking, reading and writing, and the ability of English verse is examined. China's professional English Technology Competition takes practical application as the core, and the actual occupational needs as the content of the competition, including both the need for work skills and the need to solve work problems. The content of the COMPETITION requires higher vocational and technical colleges to pass on the English knowledge related to vocational work and of great application value in English teaching activities. The English teaching content keeps pace with The Times and can be connected with the survey content of the COMPETITION. Higher vocational and technical colleges optimize their English teaching content, combine their own characteristics and advantages to innovate English teaching mode, change the traditional inherent cramming teaching mode, and guide students to participate in advanced English learning mode.

The transformation of English teaching concept in THE COMPETITION requires the corresponding adjustment of teaching materials. By combining English teaching content with vocational application, the content of the teaching material can be gradually added according to the grade of vocational content, to give students the process of adaptation. For example, in vocational English teaching, the first-grade teaching material is mainly close to students' English learning life, encouraging students to rely on English to express daily situations. The second year textbook adds simple vocational content and asks students to simulate daily work situations. The third grade textbooks increase the professional content required by the occupation, and the difficulty of English teaching increases successively. The professionalization of the teaching content has raised the requirements for teachers. Teachers need to improve their own ability and have a

broader range of knowledge, and be able to combine the contents of English teaching materials with the vocational scenarios that students may encounter in the future, so as to provide help for students to participate in the VOCATIONAL English Technology Competition.

3.2 Promote the change of English teaching methods

Professional English skills contest revolves around students and students' spirit of cooperation, to apply the dealing with professional ability, summarizing the experience of the professional English skills contest, contest of simulation approach to teaching, can promote the abundance of the higher vocational college English teaching method embodied in the contest of teaching methods have cooperative teaching, situational teaching and problem type teaching.

The cooperative spirit in the competition inspired the cooperative teaching mode, and students accepted the cooperative learning mode, which not only reflected the responsibility of individuals, but also reflected the dependence between individuals. The essence of English cooperative learning is to let students master English knowledge and learn how to use English while completing learning tasks cooperatively. In higher vocational English teaching, teachers can set tasks in small groups whose difficulty should not exceed students' ability, such as debating whether they should have part-time jobs in summer vacation, asking students to give their opinions and discuss the reasons in English. Similar activities are not difficult enough for vocational students to complete in English class and to connect the use of English with daily discussions. In the workplace application examination link in professional English skills contest, cooperation projects is relatively common, cooperation mode of higher vocational college English teaching reference, is the embodiment of the student-centered teaching concept, on the basis of cooperation students play to the initiative of the individual, can greatly improve the efficiency and effect of higher vocational students to learn English.

The method of setting up situations in the vocational English skills competition can also promote English teaching in higher vocational colleges. English situational teaching is a process in which English teachers use some means to imitate real professional and life scenes and introduce students into it. For example, the teacher needs to design a scene where consumers, cashiers, salespeople and store managers coexist. The teacher sets specific tasks for each role, for example, 10 professional terms must be used, and students play according to the tasks. Students personally feel the importance of using English to find their own ability to use English. In English teaching class, the model of situational teaching can be used for reference, and different scenarios can be set for students of different majors, which can not only improve the motivation of English learning, but also cultivate creativity and coordination ability.

Problem teaching is to set up problematic situations in the process of English teaching and achieve the purpose of learning English by solving problems. In the process of solving problems, students need to master English knowledge, develop professional vocational skills, and

independently find, find and solve problems, so as to improve the ability of self-learning English. In the higher vocational English teaching, the teacher can according to this professional student's employment prospects, as much as possible the design there will be a problem in the future career, help students improve the ability to use English to solve the problem, the teacher can also set up some flexibility high openness, answer question, let the students discuss in English, use your imagination, extend the problem actively, Improve vocational students' ability to look at problems comprehensively. Problem teaching mode enables students to communicate, explore and cooperate in the teaching process. Students can solve problems through their own efforts, which can cultivate students' English thinking and master professional English skills.

3.3 Promote the reform of English teaching evaluation system

Higher vocational and technical colleges should reform the evaluation model of vocational English teaching according to the actual situation of their own colleges by referring to the form of vocational English technical competition. In the formulation of English teaching course evaluation methods, we can learn from the evaluation items and standards of TETS, evaluate the docking and integration of English teaching and TETS, and further reflect the Characteristics of English teaching in our universities through teaching evaluation. The four inspection stages of the COMPETITION are mainly oral test, supplemented by the necessary written test. Contestants are required to have strong reading comprehension ability and solid writing ability, be able to process information in English thinking, and be able to make clear and reasonable oral expression according to the professional characteristics. Communicate and cooperate with team to accomplish professional tasks. Therefore, higher vocational college English teachers in curriculum assessment to student's learning effect, can't take the written test scores as the only evaluation standard, and should be written on the basis of increasing the ability of using English, such as higher vocational English teachers of this class can be divided into different cooperation group, decorate some conforms to the students' ability of professional English, Each member of the team is required to participate actively, and students' subjective initiative is fully mobilized. Scores are given according to the contribution and quality of the team members. In the process of teacher evaluation, attention should be paid to the test of practical English application ability of different students. In the process of cooperation, students can learn independently, which can stimulate the enthusiasm of students to learn English.

3.4 Improve students' learning initiative

The professional English Technology Competition requires students to have the ability to use and express English. Students participate in the competition to understand their strengths and weaknesses and improve their own quality. In English teaching in higher vocational colleges, teachers should pay attention to students' autonomous learning ability, improve students' ACADEMIC PUBLISHING HOUSE

enthusiasm in English learning and actively participate in the process of Learning English knowledge. The improvement of English expression ability can not only rely on the classroom teaching of English teachers in higher vocational colleges, but also give full play to students' autonomous learning ability. Promote vocational college students to use the Internet and modern science and technology, such as English websites, exchange with foreign friends, listening to English songs and watching English movies, and other ways to improve their English practical application ability. Vocational English technology competition requires students to have higher vocational ability and core competition, which will promote the development of English teaching in vocational colleges to the direction of independent learning, and the students' individual learning ability to improve.

4. CONCLUSION

It has a profound influence on the development of higher vocational and technical colleges in China to realize the positive interaction between vocational English technical competition and higher vocational English teaching and promote the organic combination of the two. In the competition, students can understand their own shortcomings, understand the importance of English use ability, and improve the ability of self-learning English. Teachers should pay attention to the dynamics of the competition, understand the demands of various professions for English talents in the examination questions of the COMPETITION, encourage students to actively participate in the competition, change the teaching direction according to the needs of the competition, improve the level of vocational technical teaching, and cultivate high-quality professional talents.

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Application Of Situational Teaching Model in English Teaching in Higher Vocational Colleges

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Abstract: Along with the advance of society, information technology has entered a rapid development stage, at the same time, our country also pay more attention to the development of education, higher vocational education as to establish an effective national policy to protect and guide the development of higher vocational colleges, teaching development of higher vocational colleges to reform innovation, better for talents cultivation, conveying talents for the country. In the process of education reform and innovation of English teaching in higher vocational colleges, situational teaching mode stands out with its unique teaching advantages and is widely used to distinguish undergraduate English teaching mode, help learning life learning, enhance students' independent learning ability, and no longer carry out the traditional learning. This paper will deeply analyze the application method of situational teaching mode in higher vocational English teaching, and then realize the value of situational teaching mode in higher vocational English teaching.

Key words: Situational Teaching Mode; Vocational English; Teaching Concept

1. THE GERMINATION AND DEVELOPMENT BACKGROUND OF SITUATIONAL TEACHING MODE

In the context of continuous social progress, China's higher vocational education is also carrying out the infiltration of advanced teaching concepts, such as people-oriented, student-oriented, paying attention to students' learning status, teaching students in accordance with their aptitude, and managing and teaching students according to their different personalities and learning levels. Most situational teaching modes use multimedia as a means to stimulate students' senses, change the inculcating education of transmission and impact, make vocational English classroom active, improve students' cognition and learning initiative, improve students' learning enthusiasm and sense of participation in class. In the new period of reform and opening up, it is imperative to integrate situational teaching mode with modern English teaching. As the global integration is continuing, it needs professional English talents with strong practical ability. In fact, situational teaching is not just derived from the teaching model, as early as a long time ago has been recorded in the history of western and Eastern education. The advanced teaching concepts introduced from the West are also continuously influencing the discovery of Chinese education. The so-called situational teaching mode is to

use multimedia and other means to introduce various scenes into teaching links to help students master knowledge points. In order to increase the cultivation of talent education, more and more subjects began to integrate situational teaching mode into modern education, with good results and promoting the development of modern education. In the global integration of the 21st century, the society needs more English professionals, in this context, but also put forward higher requirements for English teaching, so the innovation and development of English teaching mode in higher vocational education is imperative, these opportunities and challenges we need to pay attention to.

In the traditional pattern of higher vocational English teaching, students are not the body of the class, so the interaction with the teachers in the classroom is not much, learning the enthusiasm is not high also, learning efficiency is low, in the same way, even if in the traditional English teaching mode exist in practical teaching, but this kind of practice teaching in most of the teachers still give priority to with teaching of teaching, teaching method is relatively single, Unable to face up to the fact that there are differences among students, it is difficult to improve students' interest in Learning English. Integrating situational teaching mode into modern vocational English teaching is not only to meet the requirements of The Times, but also to meet the demand of the economic market and the market's demand for high-quality talents. The government is therefore vigorously carrying out reform and advocating quality education. At the same time, situational teaching mode is the embodiment of quality-oriented education. It lets teachers know that students have the dominant position, enables students to study independently, improves their comprehensive quality, realizes the organic combination of learning and life, helps students to better interact and practice, and provides a better teaching environment for students. Let the development of situational teaching mode, not only is the progress of The Times, but also hopefully promote the comprehensive development of students.

2. DISADVANTAGES AND SHORTCOMINGS OF ENGLISH TEACHING IN MODERN VOCATIONAL COLLEGES

As we have learned, vocational colleges conduct comprehensive English quality assessment on students during a period of teaching, which exposes many problems. Most students' English level is relatively low, unable to keep up with the progress of The Times, and they do not carry out correct pre-class preview and after-class

review of what they have learned. In addition, most of the students learn English by rote in the process of taking care of their shortcomings, unable to skillfully use relevant knowledge points. It is also difficult for them to communicate with each other in daily life. As a result, students gradually get tired of English and lose their enthusiasm for learning. Moreover, professional English is different from English that is applied to daily life. It is counterproductive to increase the difficulty of learning and affect students' enthusiasm. In the traditional teaching mode, which is also a common form in modern education, usually the teacher lectures, learning in the class to listen to the lecture and take notes, such a disadvantage is that it is difficult for students to pay attention in class, the phenomenon of mind wandering, learning efficiency is not high. Even if the teacher should appear on the textbook knowledge interpretation clear but this kind of teaching mode is always belong to the passive infusion teaching mode, with a specific explanation and practice to study teaching methods to let the students master the basic knowledge, but this kind of teaching method is always can't let students play of subjective initiative in learning, can improve the students' self-consciousness. At the same time, the teaching facilities of many higher vocational colleges are not perfect, and it is difficult to realize the freedom of multimedia teaching, which affects the teaching effect to a certain extent, and fails to realize effective reform and innovation.

3. CONSTRUCTION AND OPERATION OF SITUATIONAL ENGLISH TEACHING MODE IN HIGHER VOCATIONAL COLLEGES

To construct situational teaching mode in higher vocational English teaching, we must first clearly understand the core objectives of higher vocational education. Under the background of quality-oriented education, the most important thing is to promote the comprehensive development of students. In the new period of social development, higher vocational colleges should actively understand the connotation of quality education, pay attention to the development of situational teaching mode, attach importance to the development of resources, and closely follow the guidance of the government and actively construct situational teaching mode. In the long run, the government will gradually increase the support for situational teaching mode in order to lay a solid teaching foundation, which can not be accomplished overnight, while narrative should be carried out step by step to stimulate students' interest in Learning English and help them develop the excellent habit of independent learning. In addition, external conditions are also crucial. In order to achieve smooth reform and development, it is necessary to have enough facilities and teachers, and strengthen relevant construction to achieve perfect penetration of situational teaching. Specifically, facilities condition is given priority to with English learning materials, auxiliary situational teaching by multimedia audio equipment, and undertake to the student sensory stimulation, at the same time, strengthen the hardware environment equipment is also very important, it should be noted that in higher vocational colleges, to

increase the allocation of resources must not abuse, must carry on the reasonable resource utilization. It is also essential to make the teaching team of higher vocational colleges strong, which requires raising the threshold of entrance for English teachers in higher vocational colleges, encouraging teachers to establish advanced working concepts, improving the overall professional quality of the teacher team, and advocating them to apply situational teaching mode and practice it in daily teaching.

The purpose of situational teaching is simply to make students active in class, which requires teachers to do a good job of lesson preparation. The task of teachers is not only to retell the knowledge points in textbooks to students, but also to reform the newly introduced situational teaching mode, innovate teaching content, and better introduce situational teaching mode into higher vocational English teaching. In the teaching process, teachers can't regardless of the content of the textbook of primary and secondary full infusion to students, but to have, important knowledge for interpretation, and select the vivid classic to restore life scenes, let the students seemed to be immersive, transformation of identity, become active role, improve the students' enthusiasm, lets the student classroom active, cheerful, Improve students' practical ability while improving their reading ability. In the teaching process, teachers can also have group discussions to effectively enhance the friendship between students, mutual trust, and common learning and progress. Furthermore, students learn from each other and conduct simulated dialogue, which can help students improve their English language expression ability. Teachers should help students establish self-confidence, dare to speak English and dare to listen to English, so that students can take the initiative in English learning and realize the flexible use of teaching.

In the teaching process, it is necessary to evaluate teaching. There are various ways of teaching evaluation, mainly process evaluation and result evaluation. Since learning requires effective feedback, teachers should pay more attention to whether students have problems in the learning process and how they evaluate themselves and teachers. In terms of teaching content, teachers should pay more attention to the content, method and effect of situational dialogue. At the same time, according to what has just said, in addition to the students' self-evaluation and the evaluation of the teacher, there should be group mutual evaluation. Students should not only make a correct and reasonable evaluation of teaching methods and contents, but also work with teachers to analyze and study the performance effect of realistic scenes of situational teaching mode. Teachers and students should work together to improve teaching problems and affirm and praise good aspects. It is true that there are some shortcomings in English teaching in higher vocational colleges, but as long as active and effective measures are taken to encourage students, a language environment close to life can be created. The introduction of situational teaching in practical teaching also puts forward higher requirements for English education.

4. PROBLEMS TO BE AVOIDED IN SITUATIONAL

TEACHING IN HIGHER VOCATIONAL ENGLISH TEACHING

The key to situational teaching is scientific situational design, which is inevitable to consider the individual differences of students and teach students in accordance with their abilities to meet the needs of students as much as possible. However, the English level of most vocational college students is uneven, the study habit is not very ideal, the goal is not clear and lack of motivation. In this case, the teachers students is very necessary, only in this way teachers can understand students' real level, if possible, more can find materials for English teaching, more it is worth noting that the situational teaching mode should be in the situation of effective classification, guides the student to understand the cultural meaning, if you want to improve the students' English literacy, Correct use of situational teaching model, there are still many questions to avoid, for example, the teacher wants to correct analysis of students in the psychological needs of the ages, in many cases, teachers often do not understand the student's values, because reading is not rich, but students are not able to understand situations slightly profound connotation, this led directly to the teaching effect is greatly reduced, Students are also unable to actively participate in the situation and gradually develop a psychological resistance to English. In real life, this situation is not uncommon.

Although we now strongly support situational teaching, we should be careful not to go too far and aim too high. Our goal is to cultivate professional talents who can master English knowledge. If the teaching requirements are too biased, students who cannot reach the level will not be able to participate in it. At the same time, if students blindly pursue low requirements, they will be unable to learn new knowledge and it is difficult to improve their English level. As is known to all, the situational teaching mode is of positive significance in the development of modern society, which enables students to learn to think in a divergent way. However, attention should also be paid to its reasonable application in classroom teaching. If the English classroom is fully or excessively entrusted to situational teaching, this mode will lose its due role. Only

when classroom teaching is coordinated, teachers' lectures and situational teaching work together, can students not feel numb, so as to keep the freshness and improve the quality of English teaching. What is more noteworthy is that teachers should pay attention to students' psychological state, establish a complete English learning system and improve students' English level.

5. SUMMARY

In short, situational teaching, as a teaching mode that can improve the learning scene, has obvious teaching effects. Scenes and students influence each other, and students are fully involved in it and participate in it, which can better highlight the vocational characteristics of higher vocational colleges. At present, the teaching classroom is becoming more and more diversified, so the application of situational teaching mode in higher vocational English teaching is worth exploring.

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Evaluation System and Situation Analysis of Mental Health of Minors Based on Multi-directional

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Abstract: With the changes and development of social economy, culture and education, science and technology life and other fields, minors' mental health is facing increasingly severe challenges. Their mental health problems have become an important practical problem to be solved. This paper mainly establishes a mathematical model to analyze the problem of minors' mental health evaluation system. Firstly, the psychological questionnaire data of middle school students are preprocessed, and four significant correlation factors with the total score and offline score are selected by using Spearman correlation coefficient combined with hypothesis test to fill the vacancy value. Then, the entropy weight method is used to weight the 10 factors affecting the mental health status of minors, and the questionnaire score evaluation model based on entropy weight method is established to update the questionnaire score. Then give different weight ratios between questionnaire scores and offline scores, and establish a total score evaluation regression model based on ordered multi classification logistic. Finally, K-means ++ clustering algorithm is used to grade the total score A-E, so as to realize the grade evaluation and evaluation of minors' mental health, so as to construct the minors' mental health evaluation system.

Keywords: Mental health; Spearman correlation coefficient; Ordered multi classification logistic; Entropy weight method

1. INTRODUCTION

Minors are in a critical period of physical and mental development and personality shaping. Due to more diversified sources of information, increasingly fierce social competition and accelerating pace of life, more and more minors are also greatly impacted in values, lifestyle and psychological state, resulting in serious psychological obstacles. The incidence of psychological and behavioral problems and the prevalence of mental disorders increased gradually. Minors are the hope of the motherland and the future of the nation. Promoting the healthy growth of

minors is the common responsibility of the whole society. Therefore, the construction of minors' mental health evaluation system is very important.

2. EXPERIMENTAL

2.1 DATA PREPROCESSING

Firstly, the data of middle school students' psychological questionnaire 1-15 are cleaned and preprocessed, which can be divided into the following forms:

For the data with serious missing (the missing proportion is more than 30%), the method of direct deletion shall be adopted; Delete the data of repeated single choice in the questionnaire to ensure the accuracy of the questionnaire data and avoid the impact of blind data on analysis and evaluation; For abnormal values, such as the offline score is non numerical, the offline score is 0-5, and the total score is 0-50, modify the data accordingly; Delete the incomplete data with offline score and total score of 0.

In order to ensure the reasonable accuracy of the evaluation system model, it is necessary to reasonably fill in the lack of offline performance, offline performance and total performance data. Because the data of various factors reflect the psychological status of middle school students, there is a correlation to a certain extent. In order to find the factors significantly related to each vacancy variable, the Spearman correlation coefficient and hypothesis test are used to screen the normal data through the significant factors, and the mean value of the corresponding variables in the normal data is used to replace the vacancy value.

Delete the data lacking offline scores, offline scores and total scores from the data cleared in the first step as normal data, and screen out the factors with strong correlation with the total scores and offline scores based on the correlation coefficient matrix, namely paranoia, depression, learning pressure and maladjustment. The four factors with strong correlation with the total score and offline score are solved again by using Spearman correlation coefficient to further obtain more significant factors, as shown in Table 1.

Table 1 Spearman correlation coefficient

		Off-line grades	Total grades	Paranoia	Depression	Academic stress	Maladjustment
Off-line grades	Correlation	1.000	.881**	-.048	.070*	.059*	-.045
	Sig.(double tail)	.	.000	.077	.010	.032	.099
Total grades	Correlation	.881**	1.000	-.070*	.088**	.068*	-.056*
	Sig.(double tail)	.000	.	.011	.001	.013	.039
Paranoia	Correlation	-.048	-.070*	1.000	.163**	.091**	.177**
	Sig.(double tail)	.077	.011	.	.000	.001	.000

Depression	Correlation	.070*	.088**	.163**	1.000	.250**	.225**
	Sig.(double tail)	.010	.001	.000	.	.000	.000
Academic stress	Correlation	.059*	.068*	.091**	.250**	1.000	.330**
	Sig.(double tail)	.032	.013	.001	.000	.	.000
Maladjustment	Correlation	-.045	-.056*	.177**	.225**	.330**	1.000
	Sig.(double tail)	.099	.039	.000	.000	.000	.
**. On a scale of 0.01(double-tailed), the correlation was significant.							
*. On a scale of 0.05(double-tailed), the correlation was significant.							

The significant correlation factors of offline performance were total performance, depression and learning pressure; The significant correlation factors of the total score were offline performance, paranoia, depression, learning pressure and maladjustment.

Based on the results of Spearman correlation coefficient, the following methods are specified to fill the vacancy value:

For the data lacking only offline performance: filter out the data with the same total performance, depression and learning pressure as the vacancy data, and take the mean value of the selected corresponding data to replace the vacancy value; If the data of total score, depression and learning pressure corresponding to the vacancy data cannot be found in the normal data, the variables with the same data can be filtered. That is, if only two variables have the same data as the variable corresponding to the vacancy value, filter the two variables. If there is one, filter the variable.

For the lack of offline performance and total performance data: first, determine the total performance. Since the total performance is significantly related to four factors: paranoia, depression, learning pressure and maladjustment, conduct similar screening as above to obtain the vacancy value of the total performance. Since the correlation coefficient between offline scores and total scores is 0.9429, the corresponding offline scores are estimated through the determined total scores. The specific relationship is shown in Table 2.

Table 2 Correspondence

Off-line grade	Total grade
Class A, 39-35, one of the numbers	Class A, 5
Grade B, 34-30, one of the numbers	Class B, 4
Grade B, 29-20, one of the numbers	Class C, 3
Grade B, 19-10, one of the numbers	Class D, 2
One of the numbers below 9 for E grade	Class E, 1
Grade F, 0	Grade F, 0

According to the range of corresponding relationship, the mean value is taken as the final offline score, and 104 missing value data are filled based on two methods. After the above data preprocessing, 1429 normal data were obtained.

2.2 EVALUATION MODEL OF QUESTIONNAIRE SCORE BASED ON ENTROPY WEIGHT METHOD

Combined with the relevant information of the topic, this paper establishes the mental health evaluation model of middle school students based on the total score. The total score is evaluated according to the questionnaire score and offline score. It makes full use of online and offline data and improves the evaluation method from a single level. [1]

From the psychological questionnaire data of middle school students, it can be seen that the questionnaire score

is the average score corresponding to 10 factors. This method defaults that the level of each factor is the same among middle school students. The actual situation shows that it is different. Set W1, W2, W3, W4, W5, W6, W7, W8, W9 and W10 as the scores of hostility, paranoia, obsessive-compulsive symptoms, interpersonal tension and sensitivity, depression, anxiety, emotional instability, maladjustment, psychological imbalance and learning pressure. As shown in Figure 1, the scoring density of 10 factors is as follows:

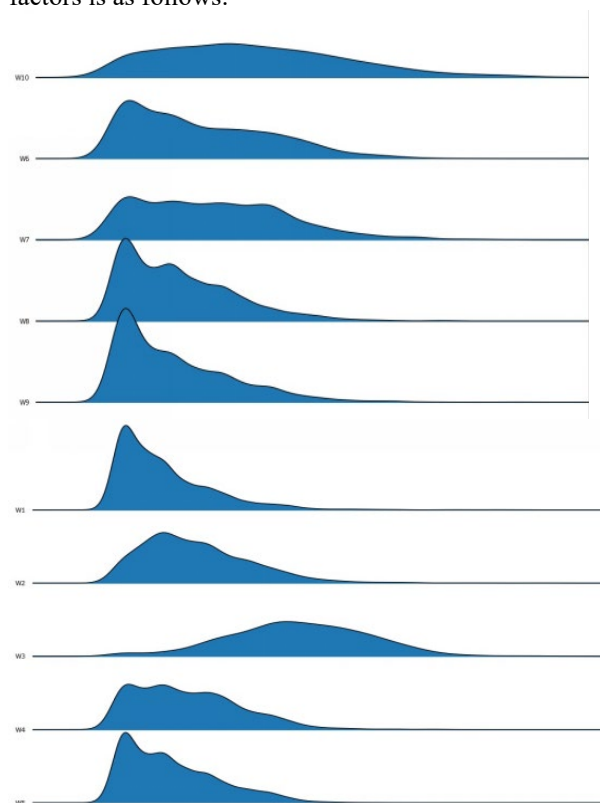


Figure 1 Score density map

It can be seen from the figure that the coverage range of each horizontal factor is different, the peak value of each vertical factor is different, and the average value of the corresponding scores of 10 factors will also be different. Therefore, it is considered that there are differences in the scoring of these 10 factors among middle school students, that is, different middle school students have different conditions in these ten aspects affecting their mental health.

In order to establish a more sensitive mental health evaluation model for minors, 10 factors were weighted by entropy weight method. Give greater weight to the factors with large score difference in the group of middle school students, and give smaller weight to the factors with small score difference in the group of middle school students.

This makes the distinction of questionnaire scores more obvious, and it is easier to find individuals with poor mental health.

Table 3 Factor weight

Hostility	Paranoia	Obsessive compulsive symptoms	Interpersonal tension and sensitive	Depression
0.1198	0.0510	0.0414	0.0918	0.1123
Anxiety	Emotional instability	Maladjustment	Psychological imbalance	Learning pressure
0.1408	0.1756	0.0888	0.1201	0.0584

Based on the weight results, the questionnaire score equation is established:

$$y = 0.1198x_1 + 0.0510x_2 + 0.0414x_3 + 0.0918x_4 + 0.1123x_5 + 0.1408x_6 + 0.1756x_7 + 0.0888x_8 + 0.1201x_9 + 0.0584x_{10} \quad (1)$$

Through this equation, the questionnaire scores of Annex 1 middle school students' psychological questionnaire data 1-15 are updated. Since there is no specific source of scores in the title, it will not be corrected.

2.3 ORDERED MULTI CLASSIFICATION LOGISIFICATION REGRESSION MODEL FOR TOTAL SCORE EVALUATION

Because the results of the questionnaire are based on the results of filling in the questionnaire online, the authenticity is low. The offline results are generally evaluated by the respondents through face-to-face interview or observation, and the authenticity is high. In order to more accurately evaluate the total score of middle school students' mental health status, an ordered multi classification logistic regression model was established to give different weight proportions between questionnaire scores and offline scores.

Ordered multi classification logistic regression model is a probabilistic nonlinear regression model, which is suitable for analyzing the relationship between an ordered multi classification dependent variable and multiple independent variables.

Combined with the original data, taking the total score as the explanatory variable and the offline score and questionnaire score as the independent variables, an ordered multi classification logistic regression model is established, and tables 4 and 5 are obtained.

Table 4 Parameter estimate

	Estimate	Standard error	Wald	Degrees of freedom	Significance	95% confidence interval	
						Lower bound	Upper bound
Threshold value	[Total score = 1.00]	2.518	2.016	1.560	.212	-1.434	6.469
	[Total score = 2.00]	14.892	1.012	216.362	.000	12.908	16.877
	[Total score = 3.00]	24.568	1.266	376.624	.000	22.087	27.050
	[Total score = 4.00]	32.105	1.474	474.479	.000	29.217	34.994
Position	Questionnaire grade	-.639	.409	2.440	.120	-1.440	.163
	Off-line grade	.913	.040	523.108	.000	.835	.991

Correlation function: Logarithm.

The results show that there is a significant negative correlation between the questionnaire score and the total score, and the coefficient is -0.639, indicating that the average total score decreases by 0.63 for each unit of questionnaire score increase; There is a significant negative correlation between the questionnaire score and the total score, and the coefficient is -0.639, indicating that the average total score decreases by 0.63 for each additional unit of the questionnaire score.

Through the above relationship, the coefficients corresponding to the two are normalized to determine the

The entropy weight method is used to process the data related to 10 factors, and the weight of each factor is shown in Table 3:

Table 4 Parallel line check^a

Model	-2 logarithmic likelihood	Chi-square	Degree of freedom	Significance
Null Hypothesis	832.742			
Conventional	799.569 ^b	33.173 ^c	6	.74

The null hypothesis states that the positional parameter (the Slope Coefficient) is the same across the response categories.

a. Correlation function: Logarithm.

b. When the maximum stepwise bisection times are reached, the logarithmic likelihood can not be further increased.

c. Chi-square statistics are calculated based on the logarithmic likelihood of the last iteration of the general model. The validity of this test is uncertain.

It can be seen from the results that the p value is 0.74 and greater than 0.05, and the coefficients of each variable in the model remain unchanged. Therefore, it is suitable to use ordered multi classification logistic regression.

Table 5 Model fitting information

Model	-2 logarithmic likelihood	Chi-square	Degree of freedom	Significance
Intercept only	2580.187			
Final	832.742	1747.445	2	.000

Correlation function: Logarithm.

From the model fitting information, it can be seen that the p value is 0.00, less than 0.05, indicating that the partial regression coefficient of at least one independent variable is not 0, which is statistically significant. The parameters are shown in Table 6.

weight

$$w_i = \frac{|a_i|}{|a_1| + a_2} \quad (i = 1 \setminus 2) \quad (1)$$

a_i represents the regression coefficient between the i th variable and the total score, and w_i represents the weight corresponding to the i th variable. Finally, the weights of questionnaire scores and offline scores are 0.412 and 0.588. Set x_1 as questionnaire score and x_2 as offline score, so as to establish the evaluation formula of total score.

$$Z_i = -0.412x_1 + 0.588x_2 \quad (2)$$

Finally, we get the total score data of middle school students' mental health.

2.4 EVALUATION MODEL BASED ON K-MEANS++ CLUSTERING ALGORITHM

Taking the obtained total score data as the basis for clustering, set the number of clusters as 5, and use k-means++ clustering algorithm to grade the total score A-E, so as to realize the grade evaluation and evaluation of middle school students' mental health status, and get Table 7.

Table 7 Final Cluster Center

	Clustering				
	1	2	3	4	5
Calculated score	6.91	14.30	19.34	17.38	11.47

Five categories can be distinguished by the cluster center. Because cluster 3 has the largest score, it is considered to be grade A; Cluster 4 ranked second in the score, which was considered to be grade B; Cluster 2 ranks third and is considered as grade C; By analogy, cluster 5 is considered as D grade; Cluster 1 is grade E. The number of cases in each cluster and the proportion of the final cluster level are obtained, as shown in Table 8:

Table 8 Number of cases in each cluster

Cluster ing	1	29
	2	385.000
	3	336.000
	4	502.000
	5	177.000
Effectivity		1429.000
Missing		.000

Get the proportion of each cluster, such as Figure 2:

It can be found that in the juvenile mental health evaluation model, grade A accounts for 23.51%, grade B accounts for 35.13%, grade C accounts for 26.94%, grade D accounts for 12.39% and grade E accounts for 2.03%. That is, most middle school students are basically in good living and learning conditions, in a relatively stable state, and very few middle school students have strong psychological pressure or strong psychological problems.

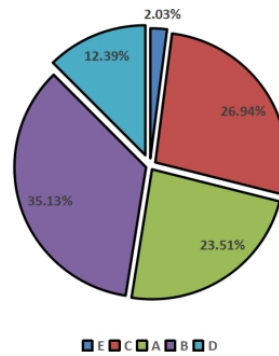


Figure 2 Proportion of clustering grade

3. CONCLUSION

For those students who may face more problems and are easy to feel incomprehensible, lonely and even afraid, the current evaluation model sets their mental health status as Grade E, that is, they urgently need psychological counseling measures. Therefore, they can pay timely attention to and prevent students who may have psychological problems earlier, so as to reduce their possibility of suffering from psychological symptoms. For those students with good psychological status, the current evaluation model sets their mental health status as grade A, most of them still think it is good, but at the same time, their score level will be slightly reduced according to the specific situation, so as to achieve the effect of early intervention and early prevention, avoid errors in the detection of students' mental health problems due to individual differences, and the model has strong sensitivity.

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Evaluation of Master's Dissertation Based on Text Analysis

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Abstract: With the emergence of academic misconduct in theses and dissertations, the quality evaluation of theses and dissertations has become an important reference for the quality of graduate degree awarding. In this paper, the review text is processed based on the text analysis method. First, through topic word segmentation, the high-frequency words of experts in four aspects are selected as the review concerns. After that, sentiment analysis was used to further explore the consistency between comments and the corresponding index scores. Major papers were screened through the review concerns, and the standard scores of each index and the actual average scores were calculated for paired sample T-test. Finally, it was found that the text analysis results were consistent with the scores of each sub-item.

Keywords: Thesis evaluation; The text analysis, Sentiment analysis; The semantic web

1. THE BACKGROUND OF THE PROBLEM

The thesis of master of education is an important basis for comprehensive investigation of the quality of master students. In recent years, the domestic and foreign master's degree authorization units have put forward more explicit requirements for the export of dissertations, and the evaluation of the quality of master's dissertations is an important way to test the quality of master students[1].

From the frequent phenomenon of dissertation fraud to the Ministry of Education and The Ministry of Science and Technology's "breaking four principles", the evaluation of dissertation merits has become the focus of education departments. Graduate thesis review audit including academic fraud behavior, thesis defense, expert evaluation, the dissertation through serial links, related education department hired outside experts to review paper, the expert evaluation means to ensure the quality of export of paper, such as the anonymous review for paper quality played an important role as gatekeepers. In addition, there is the department of education every year to the province's thesis sampling, and according to a large number of review data for evaluation, in a certain extent to ensure the quality of master thesis played a positive role[2].

Table 1. The expert one comments on key words

Topic selection and Summary	Frequency	Innovation and paper value	Frequency	Scientific research ability and basic knowledge	Frequency	Normative of thesis	Frequency
Literature	437	Methods	245	Analysis	405	Specification	216
Meaning	156	Conclusion	194	Design	148	Format	143
Topic selection	177	Advice	153	Data	144	Writing	133
Reference	231	Value	104	Input	104	Structure	113
Status quo	90	Innovative	80	Reasonable	95	Express	112

Table 2. The expert one comments on key words

2. THE TEXT ANALYSIS METHOD TO REVIEW THE EXPERTS' OPINIONS

2.1 WORD SEGMENTATION AND WORD FREQUENCY ANALYSIS

Text analysis method: Text analysis method combines qualitative method and quantitative method to mine some potential and related data from some chaotic and thousands of text data, so as to obtain useful information from text[3].

Participle and word frequency analysis: the paper grade indicators covering the topic selection and review, innovative and value, scientific research ability and basic knowledge and the normative four aspects, the three experts appraised respectively participles, removing some insignificant and repeat the words after the word frequency statistics, frequency before one hundred words, draw the word cloud.

Objective: To understand the emphasis of expert comments more intuitively, and to pave the way for subsequent sentiment analysis.

In order to quantify the key words of an expert's comments, the 100 words obtained were classified into four corresponding topics, and the classification table was obtained.

Draw the word cloud map as shown in the figure below:



Figure 1. Word cloud

According to Figure 1: The three experts pay attention to the high-frequency keywords: reference, literature, significance, topic selection; Innovative; Analysis, data; It can be seen from this that experts' comments have four targeted aspects, which correspond to the four given indicators respectively. Therefore, it can be judged that experts' suggestions are targeted and the evaluation of fish in troubled waters is excluded.

The classification table is shown below:

Topic selection and Summary	Frequency	Innovation and paper value	Frequency	Scientific research ability and basic knowledge	Frequency	Normative of thesis	Frequency
Literature	437	Methods	261	Analysis	463	Specification	187
Reference	199	Design	173	Data	149	Format	142
Topic selection	174	Application	149	In-depth	113	Structure	137
Meaning	153	Impact	122	Process	88	Review	111
Actual	108	Innovative	88	Theory	232	Abstract	112

Table 3. The expert three comments on key words

Topic selection and Summary	Frequency	Innovation and paper value	Frequency	Scientific research ability and basic knowledge	Frequency	Normative of thesis	Frequency
Literature	361	Methods	245	Analysis	482	Specification	205
Reference	183	Conclusion	170	Theory	213	Structure	142
Topic selection	178	Impact	112	Data	154	Format	134
Meaning	175	Design	176	Algorithm	101	Express	109
Status quo	100	Innovative	104	Model	99	Writing	92

According to table 1, 2 and 3:

In terms of topic selection and summary: Expert 1 pays more attention to the status quo; Expert 2 is more practical; Expert 3 is more concerned about the status quo. In terms of innovation and value of the paper: Expert 1 pays more attention to methods, conclusions, values and suggestions; Expert 2 focuses more on application, impact, value and design; Expert 3 is more concerned with method, conclusion, impact, and design.

In terms of scientific research ability and basic knowledge: Expert 1 pays more attention to design; Expert 2 is more concerned with depth and process; Expert 3 is more concerned with theories, algorithms and models.

In the standardization of the paper: Expert 1 pays more attention to the writing; Expert 2 pays more attention to the summary and abstract; Expert 3 is more concerned with writing.

2.2 THE DETERMINATION OF THE STANDARD SCORE OF AN INDICATOR BASED ON SENTIMENT ANALYSIS

Text sentiment analysis: The alias of text sentiment analysis is opinion mining, which means to analyze and divide the subjective text with emotional color, dig out the emotional tendency contained therein, and divide the emotional attitude. This is used to analyze the emotional attitude of expert comments.

Ideas: In order to explore the relationship between the comments and the corresponding index score, and to exclude the situation where the corresponding index content is not mentioned in the given paper comments, the papers whose comments involve a specific index are screened. The papers related to the first indicator, the second indicator, the third indicator and the fourth indicator were selected. Each expert screened four times, a total of 12 times, and sentiment analysis was conducted on the comments of the selected papers.

Continuous thinking and handling methods: Each expert's determination of the standard score of the four

Table 4. Score comparison table

	X11	X12	X13	X14	X21	X22	X23	X24	X31	X32	X33	X34
The score calculated	18.2	20.8	20.2	19.9	20.1	20.2	20.3	20.5	19.5	20.0	20.0	20.0
The actual score	20.3	19.5	19.9	19.4	19.9	19.7	19.5	20.2	20.1	19.2	19.3	19.1

According to Table 4: The standard score and the actual average score for each indicator were found to be roughly consistent.

indicators :Given for each of the comments of the complexity of the corresponding to each paper contrast index scores do, in order to solve this problem, this paper take each experts under the average score of each indicator score, and use the results of the emotional analysis to calculate the corresponding standard score each expert on each index, 12 * 2 matrix obtained by the paired samples t test, Check whether there is consistency between the results of text sentiment analysis and its scores.

Standard score calculation: Based on normal distribution test of analysis and discussion, combined with expert scoring subjective factors, such as subjective score more than 20 points can make a person feel very good, if the bigger problems do exist in the paper, possible to score beautiful sex, also gives the number of close to 20 minutes, so that there will be no absolute low, given at the same time, the score is roughly around 20 points, So 20 is chosen as the basis (i.e., neutral emotion). Taking the topic selection and summary index of expert 1 as an example, according to the proportion of emotional tendency, it is positive (low) 26.83%, positive (middle) 9.76%, positive (high) 12.20%, neutral 26.83%, negative (low) 14.63%, negative (middle) 9.76%, negative (high) 0.00%. The average score of 20-25 is divided into three sections, namely positive high (23.33-25), medium (21.67-23.33) and low (20-21.67). The average score of less than 20 is three sections, namely negative high (0-6.67), medium (6.67-13.33) and low (13.33-20). Then the average score of the corresponding interval for the seven emotions (neutral is 20) is multiplied by the proportion of their emotional tendency, The formula is expressed as:

$$Z = \sum_{i=1}^7 a_i b_i \quad (1)$$

Where a_i is the mean score of the corresponding interval of 7 emotions, b_i is the proportion of each degree[4]. Standard scores for each indicator were obtained for each expert, and the resulting results were plotted as follows:

2.3 Consistency comparison using T test

Two cases of paired design: Comparing the same before and after the treatment object or objects will be processed

in accordance with the conditions similar to those matching (or their own matching), gives two kinds of processing, respectively, to see the two have indiscriminate treatment effect.

Matching design features: In the sample data obtained by the paired design, there is a certain correlation between each pair of data. If the group T test is adopted, this relationship cannot be utilized, and a large amount of statistical information will be wasted[5].

H0: The mean of the two populations is unrestricted, and the mean of the difference sequence $\mu_0=0$; H1: The mean values of the two populations were significantly different.

$$t = \frac{\bar{D}}{S/\sqrt{n}} \quad (2)$$

Construct statistic: same single sample mean test.

Through paired sample test, the following table is obtained:

Table 5. The inspection results

		The average	t	Sig.(Double tail)
The actual score	Evaluation score	-0.316	-1.219	0.249

According to the paired sample test results (Table 5), the P-value is 0.4249. Therefore, the null hypothesis is accepted, and there is no significant difference between the results of text analysis and the scores of each sub-item, and the comments are consistent with the scores of each sub-item.

3. ADVANTAGES AND EXTENSION OF THE MODEL

Paired sample T test is a common test method, which is the simplest form of repeated measurement design.

The model is suitable for analysis such as teaching course score evaluation, company staff assessment, user consumption behavior analysis and so on.

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Industrial Process Specification Method Based on Statistical Process Control

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Abstract: For some process-based industrial fields, the process of product manufacturing is usually not a single process, but by several continuous processes under the joint action of the completion, such as metallurgy and chemical industry and other fields. At the same time, each process needs a definite control range of process parameters to carry on the specification. At present, many process industries in the process specification, usually use 6-Sigma method or based on accumulated production experience, to further determine the key parameters of each process range. However, 6-Sigma method has some defects, which may lead to the instability of product quality in the actual application process of the formulation of process specifications. Therefore, based on the basic concept of soft super sphere, this paper establishes the maximum inner rectangle of soft super sphere and formulates the corresponding process specifications. And on the basis of the actual production, the process specification is discussed and the effectiveness of the new method is verified.

Key words: Statistical Process Control; Process Industry; Soft Super Sphere

1. DETERMINE THE CONTROLLABLE RANGE OF PROCESS PARAMETERS

In different process industry fields, the manufacturing process of the product needs to determine the range of process parameters control of each process, so as to be able to be targeted for different series of products of different process specifications. Generally speaking, the process parameters are controlled within the process specification, indicating that the quality requirements of the product comply with the relevant specifications. On the contrary, it indicates that the quality of related products is abnormal. When using the actual production data to formulate the product specification, it is necessary to have a clear understanding of the specification requirements and ensure that the product quality can be effectively controlled. The 6-SIMGMA method assumes that the parameter abdominal muscles are equally distributed. In the statistical analysis of multiple correlated and non-normal distribution data, this method shows obvious inapplicability, and it is also easy to cause problems for the formulated process specifications, thus causing instability of product quality^[1]. The 6-Sigma method is more suitable for each single independent variable, and these variables should have the characteristics of normal distribution, so that the statistical process can ensure that in the actual production process, various process parameters have a certain correlation. If we only pay attention to the single independent variable statistical

process control, and ignore the correlation between variables, it will make it difficult to judge the complexity of the production process. Therefore, multivariate statistical processes are proposed to facilitate the response to complex data structures in industrial production.

For a data structure with multiple correlations and non-normal distributions among process variables, the distribution of data in a high-dimensional space is actually a soft hypersphere. If the hypothesis 6-Sigma method of independent and identically distributed parameters is used to formulate the process specification, the product quality deviation will occur^[2]. In order to solve this problem, we need to introduce the concept of soft hypersphere and discuss how to use the data set to determine the boundary range of soft hypersphere. The spatial boundary division method for the same class of data is to regard it as a single class classification problem.

1.1 Boundary of quality control zone

In the actual industrial production process, it is inevitable that there will be intersecting and overlapping parts between the boundary of abnormal points and normal points of mass. Therefore, in the case of a small number of normal sample points outside the boundary, they should be divided into the normal range. Most of the sample points of process parameters can meet the quality requirements of production, and such closed superspheres are called soft superspheres. The soft supersphere is based on the hard sphere, but the boundary part is relaxed, that is, a small number of sample points of normal mass are allowed to be distributed outside the boundary.

In the actual industrial production, there are a lot of multiple coupling between process parameters. Therefore, the corresponding data may appear non-normal or non-linear distribution to a large extent. In order to deal with this kind of high dimensional and more responsible boundary, the nonlinear kernel function method should be used^[3]. Nonlinear kernel function method is the space of the original sample points mapped to high-dimensional space, by mapping the process of forming the inner product between sample points, so as to achieve the goal of building a nuclear matrix, in the nuclear matrix of each element value to calculate, do not need to consider the sample points mapped to the size of the actual value in high dimensional space, and shall be the original sample points of the space into to the function for the calculation of concrete, thereby gaining the inner product value. There are various kinds of kernel functions, among which linear kernel, polynomial kernel, Gaussian kernel and Sigmoid kernel are quite common. In the practical application process, the Gaussian kernel function is the concrete embodiment of the form of high technical limit, which can

be used to express linear kernel function and polynomial kernel function, and is more suitable for the complex nonlinear data structure. According to the definition of Gaussian kernel function, $k(x, z) = \exp\left(-\frac{\|x-z\|^2}{\sigma}\right)$

If the parameter selection value σ of the kernel function is relatively large, the higher order term will show a trend of rapid decay and eventually degenerate into an ordinary linear kernel function. If the parameter selection value σ of the kernel function is small, the influence of the higher order term will be more obvious, and it is easy to appear the phenomenon of overfitting. When $\sigma=3$, it is on the complex boundary, and when $\sigma=8$, it is on the corresponding elliptic boundary. When the kernel parameter is equal to 3, most of the normal data in the data boundary is included, and the data boundary can be reasonably divided correctly. When the kernel parameter is equal to 8, the boundary is in the shape of an ellipse. At this time, the boundary has space to extend on the X-axis, but the expanded part may appear the phenomenon of the second type of prediction, that is to say, the mass anomaly area will be wrongly regarded as the mass qualification area.

In the discussion of hypersphere did not have the majority of sample points $\alpha_i=0$, the points only near the boundary are regarded as $\alpha_i > 0$, and these points are called support vectors. In this process, there is a special note to be made, that is, when the low-dimensional space is mapped to the high-dimensional space, the proximity relationship between sample points will not change. In other words, if two sample points are adjacent in the original space, they are equally adjacent in the higher dimensional space. Based on this situation, the mapping from low-dimensional space to high-dimensional space essentially cannot change the distribution and distribution law of data, and its main function is to deeply mine the characteristics and basic structure of data in high-dimensional space^[4]. In short, the high-dimensional representation of the data boundary in the original space can well reflect the boundary condition of the soft ellipsoid in the high-dimensional space, reflecting the mathematical correspondence between the two. It can be seen from the above content that it is quite feasible to use the soft ellipsoid boundary in the high-dimensional space to show the specific situation of the quality control area in the actual production process.

1.2 Determine the corresponding process specifications

In practical industrial production, the process specification is simply to find the largest inner rectangle from the soft supersphere. The production process of process industry usually involves a number of continuous processes, such as the iron and steel industry in the production of steel production process to undergo smelting, rolling, heat treatment, etc., the key indicators of each process and process parameters of the control range should be set, so as to ensure the final production of steel quality. "Quality control zone" refers to the boundary of the supersoft sphere, and "Process specification" refers to the maximum inner superrectangular body boundary of the soft supersphere. Without considering the inner

superrectangle in the soft supersphere, the remaining region can be used to represent the optimized combination of process parameters and the controllable region that is likely to meet the product quality requirements^[5]. Once such a situation occurs, it indicates that the subsequent set process parameters need to be further optimized and verified to ensure the feasibility of the set process parameters in the soft hypersphere, so as to avoid abnormal phenomena of product quality.

2. ANALYSIS OF SPECIFIC INDUSTRIAL APPLICATIONS

In order to verify the authenticity and effectiveness of the process specification formulation method, it is necessary to verify and analyze it with actual industrial data. Therefore, the main technological parameters of different grades of automobile steel plates in each production process were selected in the actual production process of IF steel, as shown in Table 1 below.

Table 1: Main process parameters and statistics

variable		maximum	minimum value	average
C(%)		0.002	0.001	0.001
Mn(%)		0.16	0.10	0.13
P(%)		0.014	0.007	0.010
S(%)		0.014	0.002	0.008
Hot rolling furnace outlet temperature /°C		1277.8	1247.5	1263.4
Finishing temperature /°C	inlet	1084	1022	1040
Finishing mill outlet temperature /°C		927	899	917
Crimp temperature /°C		753	656	708
Continuous reheating temperature /°C		847	791	824
Continuous retreat soaking temperature /°C		844	798	826
Rapid cooling outlet temperature /°C		456	351	433
Continuous aging exit temperature /°C		398	346	378
Continuous retreat slow cooling outlet temperature /°C		665	604	642

2.1 Data cleaning process

The data obtained in the industrial production process will be affected by various factors, so there is likely to be some deviation between the actual situation, which requires that the relevant data should be cleaned in advance in the process of data analysis. The purpose of related data cleaning is to exclude outliers and strongly correlated process variables from the data. The process of data cleaning is mainly divided into two parts, one part is to analyze the correlation of industrial data, the other part is to analyze the outlier of industrial data. A total of 159 sample points were collected from the actual industrial production line, and they were identified as outliers under the soft supersphere, and the limit of the control principle of the 29th sample point was found^[6]. It can also be found that the temperature of the rapid cooling outlet of the 29th sample point is far lower than the average. Therefore, it is necessary to exclude this sample point from the collected samples.

In addition to the abnormal sample points, the data cleaning should also do a good job of the correlation

analysis between the process parameters in each process. The purpose of correlation analysis is to exclude the process parameters with strong correlation, because if the process parameters between adjacent processes have strong coupling, then there is a necessary relationship between the two parameters. For example, in the case of the correlation coefficient between the continuous retreat heating temperature and the continuous retreat soaking temperature in the heat treatment process, if the correlation coefficient is 0.95, then the two variables are strongly correlated^[7]. The reason is that the heating temperature in the furnace should be set according to the soaking temperature, so there is a necessary relationship between the two. From this point of view, the process can be simplified when the process specification is formulated

Table 2: Correlation coefficient between process parameters in heat treatment process

	Soaking temperature	The temperature of the fast cooling	Aging temperature	Slow cooling temperature
Soaking temperature	1.0	0.1	0.1	0.1
The temperature of the fast cooling	-	1.0	0.7	0.6
Aging temperature	-	-	1.0	0.4
Slow cooling temperature	-	-	-	1.0

2.2 Process of making process specifications

From the perspective of steel mechanics, its indexes mainly include the composition, composition structure and related process parameters of steel. In the actual IF steel production process, the control degree of alloying elements and harmful elements in molten steel directly determines the composition of steel (the main process parameters include C, Mn, P, S). Controlling the size accuracy and internal structure of the rolled material is mainly the rolling process (the main process parameters include hot rolling furnace outlet temperature, finishing inlet temperature, finishing outlet temperature, coiling temperature, etc.); And setting the temperature of different time periods to control the internal structure of the material is the heat treatment process to do (the main process parameters include continuous retreat soaking temperature, continuous retreat fast cooling export temperature, continuous retreat aging export temperature and continuous retreat slow cooling export temperature). Take heat treatment process and process specification development process as an example, the process specification development steps are as follows:

The first step is to obtain the correlation coefficient between each variable by using correlation analysis method.

In the second step, the gaussian sum function is used to learn the data set, and the boundary of quality control region in the process parameter set is determined, and the outlier points in the data set are eliminated.

In the third step, the soft supersphere is projected under the two-dimensional parameters, and the maximum inner rectangle in the projected boundary is found, and the upper and lower limits of the process parameters are preliminarily determined.

The fourth step is to determine the intersection of upper limit and lower limit of process parameters selected in the process, so as to determine the upper limit and lower limit of each process parameter by the frontal union of

in industrial production. The continuous retreat soaking temperature is taken into account and the continuous retreat heating temperature is regarded as an associated variable. Table 2 shows the correlation coefficients between other process parameters in the heat treatment process. It can be seen that the correlation coefficients between rapid cooling temperature and aging temperature, rapid cooling temperature and slow cooling temperature are 0.7 and 0.6 respectively, and the correlation coefficients between other parameters are all less than 0.5. That is to say, when the industrial process specifications are actually formulated, the parameters with the correlation coefficient less than 0.5 should be placed in an important position, and then the upper and lower limits of the process parameters should be determined.

parameter pairs.

The fifth step, appropriate optimization and adjustment of the upper and lower limits of process parameters, develop the relevant process specifications and standards.

2.3 Final results of process specification formulation

According to the above process specification formulation method, the process specification of heat treatment process is formulated. In this way, the upper and lower limits of key variables such as soaking temperature, rapid cooling temperature, aging temperature and slow cooling temperature can be determined.

According to the treatment method of heat treatment process, the upper and lower limits of process parameters of smelting process and hot rolling process can be determined. Table 3 shows the upper and lower limits of specific process parameters obtained after further optimization and verification of process parameters. There are also the upper and lower limits of process parameters under the 6-Sigma method.

Table 3: Upper and lower limits of major process parameters

variable	Upper and lower limits of hyperspheres	6-Upper and lower Limits of Sigma
C(%)	0.002-0.002	0.0008-0.0026
Mn(%)	0.10-0.16	0.080-0.176
P(%)	0.007-0.012	0.003-0.013
Si(%)	0.005-0.012	0.003-0.013
Outlet temperature of heating furnace /°C	1255-1273.	1246-1280.
Finishing inlet temperature /°C	1030-1055.	0.13-1067.
Finishing mill outlet temperature /°C	9.8-924.	907-926.
Crimp temperature /°C	685-740.	582-834.
Continuous retreat soaking temperature /°C	815-838.	793-857.
Rapid cooling outlet temperature /°C	400-453.	376-489.

Continuous aging exit temperature /°C	356-393.	345-407.
Continuous retreat slow cooling outlet temperature /°C	613-663.	609-675.

Table 3 shows the determination range of the upper and lower limits of the process parameters by the two methods. The upper and lower limits of the boundary of the soft supersphere are more strictly determined, and the upper limit of the harmful elements P(phosphorus) and S(sulfur) is more strictly controlled. It can be seen that the new method has more advantages than the traditional method, and can be more accurate and reasonable.

3. DISCUSS

3.1 Selecting Key Variables

When selecting the key variables, we should consider the key indicators and process parameters closely related to product quality. In the specific selection process, cross-correlation analysis is used to determine the correlation degree between process parameters and product quality, and the process with the larger absolute value of the correlation coefficient is selected as the key variable to be optimized. As for the choice of variables, one of the variables with strong coupling relationship is removed, which can effectively simplify the formulation of process specifications.

3.2 Develop process specifications for related variables

In the actual production process, the problem of multiple coupling between variables often appears. At this time, certain verification means can be selected. When the correlation coefficient between variables is greater than 0.5, it indicates that the variable cannot be used as the basis for determining the upper limit and lower limit. Discussion of the development of process specifications for related variables can be taken from the problems of rapid cooling outlet temperature and aging outlet in heat treatment processes, so that the internal correspondence between upper and lower limits of variables can be determined.

3.3 Optimize and verify process specifications

Generally, the conditions of process equipment, combinatorial optimization problems and verification of process specifications should be considered in the formulation of process specifications. First of all, there is a close relationship between the process equipment conditions and the operational range of the process specification, the strength of the former can determine the size of the latter. The control range of the process parameters can be optimized only when the process capability of the process equipment is satisfied^[8]; Secondly, from the perspective of set theory, the combinatorial optimization problem can be found to be a combinatorial optimization of a maximum set and a minimum set to find

the largest enclosing rectangle body in the soft supersphere. Finally, the validation of the process specification is based on the data driven analysis technology to ensure the completeness and reliability of the data, and the effective process specification. In a word, the validation of the development of process specifications is a process of continuous optimization and validation.

4. CONCLUSION

Based on the complexity of the production process of process industry and precise control of process parameters in the process of technological specification has a lot of problems, combined with the traditional method of six Sigma - determine the process standard deviation will cause the product quality, introduces the concept of soft super sphere, therefore, puts forward a new craft standard method, and the verification, to ensure the validity of the method of industrial process specification.

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Study On the Application of Wisdom Classroom in Physical Education Teaching in Higher Vocational Colleges

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Abstract: With the development and progress of society, great changes have taken place in the physical education teaching mode and educational concept of higher vocational colleges in China. At present, the society has fully entered the information network society, the application and development of information technology in the field of teaching promote the reform of the teaching system. Under the background of the Internet society, the physical education teaching in higher vocational colleges should also integrate the information technology, so as to complete the transformation from traditional classroom to wisdom classroom. The integration of physical education course and information teaching in higher vocational colleges can make up for the problems and difficulties of traditional teaching mode. From the perspective of the application research of wisdom classroom in physical education teaching in higher vocational colleges, this paper aims to construct wisdom classroom and optimize the teaching content by using information technology.

Key Words: Wisdom Classroom; Higher Vocational Colleges; Sports Teaching

1. INTRODUCTION

Since entering the modern society, China attaches more and more importance to physical education, the state through the advocacy of national sports policy to reflect the importance of the health of the contemporary young people. Due to the abundant material life in modern society, young people neglect to exercise, coupled with unscientific and unbalanced nutrition intake, resulting in a sharp decline in the physical quality of modern young people. The purpose of PE teaching in higher vocational colleges is to improve students' physical quality and respond to the call of national sports policy. Under the background of Internet society, many higher vocational colleges are making use of information technology to reform physical education teaching. Information-based teaching is the new trend of future teaching development, which conforms to the modern education concept. If the application of information technology or information equipment, such as multimedia, in the physical education teaching of higher vocational colleges can effectively improve the efficiency of physical education reform, and also promote the development and progress of physical education[1-4].

2. DEFICIENCIES OF PHYSICAL EDUCATION IN VOCATIONAL COLLEGES

2.1 The classroom content is monotonous

At present, China has fully entered the information network society, the development and application of information technology in the field of education promote the reform of modern education system. In order to meet the needs of social development, higher vocational colleges need to carry out a series of teaching reforms with the help of information technology. As far as physical education teaching in higher vocational colleges is concerned, the traditional physical education teaching method is too simple, and the whole physical education teaching system is not perfect. It is because of the existing problems in the traditional higher vocational physical education that the teaching of higher vocational physical education lags behind. At present, there is no great difference between higher vocational colleges and high schools in the content setting of physical education classes. The teaching content of vocational colleges is too monotonous, and vocational students can only accept basketball, football, table tennis and other common sports in a single form every day. In such a boring teaching environment for a long time, students will gradually lose their interest in sports learning. And the physical education teaching also because the teaching content and the teaching form lacks the freshness and the interest which can not stimulate the student's study interest. In the face of the current stage of physical education teaching content in higher vocational colleges, students will feel powerless, unable to focus on physical exercise, and even have negative psychology such as boredom of physical exercise. In addition, the popularization and promotion of information technology in higher vocational colleges is insufficient, and physical education teachers like to use traditional physical education teaching forms, which is not conducive to the reform of physical education in higher vocational colleges.

2.2 Weak faculty

Higher vocational physical education teaching is not one-way, the whole teaching needs teachers and students to participate to achieve the expected teaching effect. In higher vocational physical education teaching, the professional quality of higher vocational physical education teachers will directly affect the quality of physical education teaching. In view of the composition of physical education teaching in higher vocational colleges, most of them are short of teacher resources. In many higher vocational colleges, there is a phenomenon that one teacher holds multiple posts. And because of the influence of traditional teaching ideas, many higher

vocational colleges do not pay attention to the influence of higher vocational physical education teaching on the growth of students. This wrong teaching idea leads to a series of teaching difficulties. For example, in the recruitment of teachers in higher vocational colleges, there are no more requirements on the professional quality of teachers, which is also the reason why the physical education teachers in higher vocational colleges are weak. Even if teachers in higher vocational colleges raise the standards of recruiting teachers, the recruitment is also faced with various difficulties. At present, the physical education teaching mode and educational idea of higher vocational colleges as well as the teachers are not enough to achieve the goal of physical education in higher vocational colleges. Many young physical education teachers in higher vocational colleges can keep pace with The Times and understand the changes of social development, and they have a certain understanding of cutting-edge technology and the latest information-based teaching. But at the same time, most of the old teachers with rich teaching experience have poor ability to accept new things due to their age, and they cannot change the teaching mode in a short time. However, the informationized teaching mode is the main direction of the future teaching system development. As a modern teaching method, it needs to be promoted and popularized. However, for teachers, regardless of their seniority, they need to abandon the traditional teaching mode and accept and master the information teaching mode to promote the development of physical education teaching. But what needs to be recognized is that modern teachers lack of understanding of information technology and equipment, lack of interaction and communication with students, which leads to the informatization teaching difficult to carry out effectively.

3. THE SIGNIFICANCE OF APPLIED TEACHING OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

3.1 Improve the traditional teaching model

3.2 Improve teaching efficiency and quality

4. APPLICATION STRATEGIES OF SPORTS INFORMATIONIZATION TEACHING IN HIGHER VOCATIONAL COLLEGES

4.1 Demonstrate motor skills by means of information technology

In the traditional physical education teaching mode in higher vocational colleges, teachers all adopt the teaching method of exercise, and students carry on the imitation training through the teacher's demonstration, so as to complete the study of professional knowledge. Demonstration teaching is an important teaching method, but it usually takes a lot of teaching time to use body and language to present the teaching content. If teachers can use information technology to present in the form of images, the precision of demonstration teaching can be improved, and the efficiency of classroom teaching can also be improved.

4.2 Construction of PE wisdom classroom

Physical education is divided into indoor classroom and outdoor classroom, no matter which classroom teaching mode needs to integrate information teaching, by stimulating students' learning interest points, simplifying the difficulty of teaching content, improve students' ability to accept. Teachers can use flipped teaching and other new teaching models for flexible teaching. Of outdoor teaching, teachers can combine the multimedia technology to the sports such as football present rules and content, outdoor stadium with a computer, every student has to wear sports bracelet, teachers can be collected through computer and monitor the student's heart rate and exercise intensity, and generate a professional study report, it helps to adjust and optimize the teaching content.

4.3 Optimize teaching content

Traditional higher vocational physical education has many limitations. Due to the limitations of venues and training equipment, many higher vocational colleges cannot meet the basic learning needs of students. Teachers can optimize the content of teaching and the allocation of course resources by adopting the informationized teaching mode. Teachers can use online and offline teaching methods to carry out flexible teaching. Students can also use the information network to complete the physical education knowledge points regardless of time and place. In order to achieve the goal of higher vocational physical education, we should make good use of the information teaching mode, develop the teaching idea of taking people as the center, do dedication for students sincerely and meet the individual needs of different students.

5. CONCLUSION

Generally speaking, there are many problems in higher vocational physical education in our country. Especially the popularization and application of information family problems. In order to improve the efficiency of physical education teaching in higher vocational colleges, teachers can start from three aspects of themselves, students and teaching resources, and meet the needs of students' physical education learning by constructing efficient wisdom classroom.

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Design Of a New Multifunctional Fruit Picking and Pruning Machine

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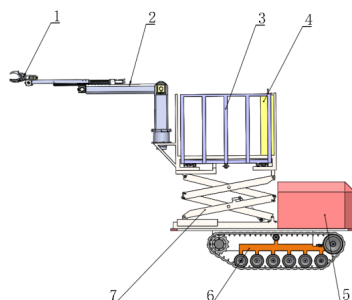
Abstract: The orchard operation machine uses the lifting platform with the mechanical arm to complete the picking and pruning operation, instead of the action of transferring up and down the ladder and carrying the ladder, which significantly improves the operation efficiency between orchards, and solves the problem of low utilization rate of orchard operation machinery.

Key Words: Lifting Platform; Crawler Mechanism; Cutting Fork Mechanism; Differential Steering; Mechanical Arm

1. INTRODUCTION

In recent years, the orchard planting industry is developing towards standardization and scale, which requires a kind of orchard operation machinery with many functions and reliable performance to assist the manual pruning, fruit picking and spraying of fruit trees, which plays an important role in alleviating the pressure of aging population and improving the yield. The machinery used for fruit picking includes vibrating fruit harvester, automatic picking robot and semi-automatic auxiliary operation machinery. The vibration type fruit harvester has the advantages of high harvesting speed, high damage rate and low quality. Although the intelligent picking robot has a high level of automation, the equipment cost is high. In contrast, semi-automatic auxiliary machinery has strong practicability. The orchard machinery adopts crawler type walking mechanism with stronger terrain adaptability, the maximum load can reach 1000kg, the power is oil electric hybrid, driven by stepper motor, it can easily realize stepless speed regulation and differential steering, and the maximum driving speed is 5km / h. The lifting range of the manned platform is 1.2m-3m, and the manipulator has a working radius of 2m, which can complete a wide range of picking and pruning operations. Overall dimensions: 2.8m long and 1.3m wide. The fuselage is relatively small and has good trafficability in the orchard, which basically meets the use requirements[1-2].

2. STRUCTURE AND WORKING PRINCIPLE OF THE WHOLE MACHINE



The whole machine includes gripper, manipulator, manned platform, console, scissor lifting mechanism, range extender and crawler walking system.

- 2.1. Claw;
- 2.2. Manipulator;
2. 3. Manned platform;
- 2.4. Console;
- 2.5.Scissor type lifting mechanism;
- 2.6. Counterweight box;
- 2.7. Crawler walking system;
- 2.8. Scissor type lifting mechanism;

Fig. 1 new multifunctional fruit tree trimmer

The gripper part is a clamping three finger gripper, which is composed of three components, three rotating pairs and a moving pair. The moving pair is used as the prime mover to realize the opening and closing of the gripper. Driven by an independent motor and driven by a screw rod, the gripper can be opened and closed. The inner side of the claw has a rubber gasket, which can prevent the hard fingers from damaging the fruit during the picking process. In the process of picking, when the reaction force from the fruit on the finger exceeds the set threshold, the operation of the motor will be blocked, so as to avoid improper control and pinching of the fruit.

The manipulator is composed of four rotating pairs and one moving pair, which makes the end claw more flexible. There are six stepper motors on the manipulator: No.1 motor realizes the opening and closing of the gripper; No. 2 motor drives the rotation of the gripper and No. 1 motor; No.3 motor drives the ball screw to rotate and fix the three-stage arm on the slider to realize the telescopic movement of the three-stage arm; The No.4 motor drives the three-stage arm to rotate and is installed in the middle of the three-stage arm. The self weight of the lead screw and No.3 motor is used to balance part of the torque; No.5 motor drives the rotation of the secondary arm. The secondary arm adopts hollow aluminum alloy square tube to reduce the self weight, and a counterweight is installed at the end of the secondary arm to balance the torque, so as to reduce the force on the motor; Motor 6 drives the rotation of the first stage arm. The maximum working radius of the manipulator is 2m. With the lifting height of 3M of the lifting platform, the working range of the manipulator is greatly improved.

In order to better meet the space requirements of orchard operation, there are independent telescopic plates on both sides of the manned platform, which can increase the working space without increasing the size of the whole machine. The control platform of the whole machine is arranged on the manned platform, so that one person can complete the walking of the vehicle and the lifting

operation of the manned platform.

There are two guide rails under the left and right expansion plates, which are symmetrically distributed on both sides of the expansion plate, and each center has an electric push rod. Under the action of the electric push rod, the expansion plates on both sides expand and contract along the guide rail, and the guide rail has the function of fixation and stress. There are vertical bearings on the inner side of the two C-shaped guide rails with opposite openings. The bearing bears the load in the vertical direction. The bearing installed horizontally on the outer side can fix the expansion plate and limit the movement of the expansion plate in the horizontal direction. And the two ends of the electric push rod are fixed as movable hinges, which can always keep the base of the electric push rod and the level of the push rod, and will not cause the bending of the push rod because of the bending of the telescopic plate. The bending of the push rod will increase the friction, and even cause the push rod to break.

The platform of the multifunctional fruit picking and cutting machine adopts a scissor lifting mechanism, which is composed of four supports and a high-power push rod. The middle of each two supports is connected by bolts to form two shear frames, and the two small shear frames are connected together by shafts. One side of the shear frame is respectively fixed to the bottom plate of the tracked vehicle and the manned platform with bearings, and the other side is connected with bolts and sliders, and the sliders can slide in the guide rails on the bottom plate and the manned platform. The movement of the shear frame is driven by the electric push rod. Because the hinge point at one end is fixed, the sliding block at the other end can only move horizontally, so as to realize the lifting of the manned platform.

The design of the multi-functional fruit tree cutting machine crawler walking system, the use of rear drive wheel, larger forward angle and departure angle and screw structure of the tension device. Rubber track is used as track, which has a certain buffer effect. Six load-bearing wheels make the track grounding length reach 1.2m. The driving wheels on the left and right sides are driven by two independent stepping motors through the reducer, which can easily realize stepless speed regulation and differential steering by controlling the motor speed.

3. ADVANTAGES

Each part of the machine adopts modular design, which greatly improves the practical rate of the machine. The end effector of the manipulator can be changed according to the work content, and the gripper can be changed to electric scissors when trimming; Bolt connection is used between the lifting manned platform and the crawler walking mechanism, which can remove the lifting manned platform and install the spraying module during spraying operation; Or after the lifting platform is removed, it will undertake the task of transportation.

Compared with the jack up lifting mechanism, the scissor type lifting platform has good stability, because the force is uniform, the strength of the lifting structure is lower. The lower power electric push rod can be used to complete the lifting operation and reduce the loss of energy. And the scissor type telescopic characteristics make the mechanism simple, and the space occupied by the mechanism is small.

Compared with wheel type walking system, crawler type walking system has larger grounding area, less compaction effect on Soil and is conducive to the growth of crops; Crawler type working machinery has low center of gravity, good anti rollover ability and strong obstacle surmounting ability, which makes it possible for crawler type working machinery to operate in Hilly and complex terrain park; In autumn, there is more rain, more soil moisture, and the wheel is easy to sink and slip, which will cause serious damage to the flatness of the soil surface. The crawler can solve this problem well. For orchard machinery, considering the rugged terrain in hilly areas, the road conditions are not very good, and there are drainage ditches, stones, branches and so on in the park, which will seriously affect the traffic of vehicles. The larger forward angle and departure angle can enhance the obstacle surmounting ability of vehicles and improve the trafficability in the orchard. Selecting rear driving wheel, the section with larger force on the track is relatively short, which can extend the service life of the track. The transmission efficiency of rear driving wheel is very high, and the track is not easy to supply.

The whole car is driven by electricity, which has little pollution to the environment and is conducive to the modification of unmanned operation machinery in the future. Compared with other working platforms, the lifting platform designed in this paper has a mechanical arm, which solves the problem that the Crown Center becomes a blind area due to too large crown radius. The structure of the manipulator is simple, and light materials such as aluminum alloy are used to reduce the load of the manned platform. The multi degree of freedom manipulator can shrink when it is not working, which greatly saves space.

4. CONCLUSION

The design of the multifunctional fruit picking and cutting machine has simple structure and many functions, which greatly reduces the manufacturing cost and significantly improves the efficiency of orchard operation machinery, so it has a broad market prospect.

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Research on the Old-Age Model of "Integration of Sports and Care" in China - taking Dezhou city as an example

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Abstract: In the context of population aging, how to settle down the elderly, protect their health, and enrich their spiritual and cultural life have become the three core issues of providing for the aged. Reducing sickness and functional independence of the elderly is a major means to deal with population ageing. Elderly care services should be combined with sports elements and an elderly care model that merges sports with elderly care can be established, which can not only improve the physical and mental health of the elderly, and reduce and prevent the diseases, but also enhance the emotional communication of the elderly to reduce their loneliness and improve their happiness. Based on the analysis to the present situation of providing for the aged in Dezhou city, this paper puts forward that it has important theoretical innovation value and practical significance for the healthy endowment and spiritual endowment from the aspect of "integration of sports and care".

Key Words: Pension Industry; Integration Of Sports And Care; Population Aging

1. THEORETICAL BASIS OF "INTEGRATION OF SPORTS AND CARE" IN THE CONTEXT OF POPULATION AGING

The studies on these two fields, sport and pension industry, have matured, but the studies that combines them together systematically and scientifically are few, which shows that there is a lack of systematic study on the integration of these two. In the new era, the study on the integration of sport and care is mainly based on "human capital theory", "demographic dividend theory" and "income-consumption cycle theory".

1.1 Human capital theory

Human capital theory is one of the core concepts of modern economics, which refers to the benign factors attached to human body that can be obtained through accumulation. In fact, it includes theoretical basis that, at a micro level, formed by human capital theory of aging population. This is because, when the old lose their power to labor, the need to enrich lives, improve health and make friends in the community will motivate them to take part in physical exercise.

1.2 Demographic Dividend Theory

Demographic dividend theory refers to the specific time window when a country or a region at a relatively high proportion of working-age population and a relatively

strong population production pattern. It is often used to explain the rapid economic development in China since the reform and opening up. Over time, however, the ageing of a given population will eventually turn a demographic dividend into a population debt. Sports, including sports products and sports services, can improve the quality of old-age care services, enhance their physical health and extend their lifespans, so that the elderly can enjoy their lives both mentally and physically.

1.3 The income-consumption cycle theory

Generally speaking, the income-consumption life cycle theory means that people maintain high saving motives when take part in the labor market, and then use savings when they are not able to work. The elderly are in the stage of using savings. Because of their physical and mental needs for sports, their consumption of sport is increasingly improved. By taking part in physical exercise, their physical health is guaranteed, which will increase their consumption in sport and therefore reduce their spending on health care.

2. THE REALISTIC BASIS OF DEZHOU'S "INTEGRATION OF SPORTS AND CARE"

2.1 Investigation and analysis on the basic situation of the elderly in Dezhou

The questionnaires to the elderly in three districts of Dezhou City, Decheng District, Lingcheng District and Yucheng City are distributed. The main form of distributing questionnaires is to invite the elderly in the parks, communities and squares to answer paper questionnaires, and help is offer to guide them how to answer. A total of 201 questionnaires are sent out and all of them are collected, with 100% efficiency. Among these 201 persons, 117 are males while 84 are females.

2.2 Analysis of the basic situation of physical exercise of the elderly in Dezhou

By issuing questionnaires, their health condition, purpose, way, frequency and intensity of exercise are investigated and analyzed. In general, the elderly in Dezhou are in good health and living conditions. Most of them live with their children and can take care of themselves. They mainly live on their pension. In terms of physical exercise, they will be affected by family affairs on deciding what time to do exercise. Most of them will take exercise in the morning or after dinner, and their time to exercise is generally less than 30min and their exercise frequency is instable. Most of them take part in physical exercise spontaneously with

their family members, community neighbors, colleagues and friends. While doing physical exercise, they can also promote their intimacy. The exercise venues for the elderly are generally sports parks, fitness trails, fitness equipment in the community or activity rooms for the elderly, which are mainly free places, and very few elderly people will go to gyms and other exercise places that need money.

3. NECESSITY AND FEASIBILITY ANALYSIS OF THE " INTEGRATION OF SPORTS AND CARE "

3.1 Necessity analysis of " Integration of Sports and Care "

Healthy aging is an important strategy for the international community to deal with the problem of population aging, which mainly aim at improving the health of the elderly and extending their life expectancy. Regular sports can not only enhance the heart and lung function, but also maintain the elasticity and flexibility of the joint ligaments and the density of the bones, preventing muscular dystrophy, improving circulatory functions, and reducing the possibilities of suffering from diseases.^[1]

Providing for the aged is not only an enrichment for their economy, but also a concern about their mental and physical health. Sports is more than a form of exercise which can, to a large extent, meet the spiritual needs of the elderly. After retirement, the social role of the elderly has undergone a huge change, from the former main workman to the one who needs others to take care of. Such change will cause a great psychological gap, and such sense of loss will lead to their extreme spiritual emptiness and depression. And such passionate activities as sports can rekindle their enthusiasm for life. Sports can get the lonely old people together, and through mutual learning, they can promote their relationship and reduce the sense of loneliness; it can also improve their mood, promote them to adapt to the new social role as soon as possible, and increase their fun in life, which can not only enrich their spare time, but also achieve their spiritual needs.

3.2 Feasibility analysis of " Integration of Sports and Care "

In the study of all endowment patterns, the combination of sports and medical treatment have been verified, which is the integration of physical activity and medical treatment-restoring the body to health through exercise. It is an effective measure to make sub-healthy people group and people in need of rehabilitation quickly restore to health, which is also a necessity to insist on President Xi Jinping's direction on how to carry out sport work and build a healthy China, and to promote a health revolution. Based on this experience, it is feasible to integrate sports into the pension model and promote the deep integration of sports and service for the aged, so that the elderly can enjoy better sports and services.^[2]

Sports intervention can not only scientifically guide their sports activities which can improve the elderly cardiopulmonary function of circulation system, enhance immunity, reduce disease and prolong life, improve their quality of life, but also can help them form a scientific, civilized and healthy lifestyle, making their lives full of joy, enhancing their physical and mental health,

promoting social harmony and stability. At the same time, it also promotes the development of China's pension industry and eases the social pension pressure. From the perspective of demand, the integration of sports and pension is feasible.

As a social and cultural phenomenon, sports are closely related to people's lives. Sports play an irreplaceable role in spiritual consolation, rehabilitation and health care of the elderly, that is, taking sports culture as the core carrier and physical activities suitable for the characteristics of the elderly as the main way, so that the elderly can communicate and enjoy happiness. Especially under the huge social pressure in China, sport reduces the medical expenditure of the elderly, alleviates the pressure of the society and the family to take care of the aged, and can also expand the elderly sports consumption, improve the level of sports consumption. In meeting the needs of sport for the elderly, it can also improve the development of social economy. From the point of view of system theory, sports, as an essential element, must be integrated into the old-age service.^[3]

4. THE MAIN CONTRADICTION EXISTING IN THE " INTEGRATION OF SPORTS AND CARE " OF PENSION MODE IN DEZHOU CITY

4.1 Contradiction between the elderly's sporting needs and the lack of professional guidance

Most old people choose sports with the characteristic of slowness, simpleness and free of charge. Because of the lack of the guidance of professional, most of them can't select scientific and reasonable sport for themselves. With the lack of professional guidance, incorrect way of doing exercise is likely to cause to athletic injury, which deviates from the original intention of strengthening the body.^[4]

4.2 Contradictions between the elderly's physical demand and lack of exercise venues

The survey finds that their first choice of where to do sport is mostly park, square, and fitness trails which are open and free, and their second choice is to exercise in the fitness equipment of the community which although have property management for maintenance, but also have problems that fitness equipment cannot be maintained and repaired in a timely manner. Only a few elderly people choose indoor venues for exercise.

4.3 Contradictions between the elderly's sports needs and community sports management activities

For some sports with fixed time and fixed fund support, the participation of the elderly is relatively high, but for sports with variable time, occasionally organized or requiring participants to raise funds spontaneously, the participation is not high. Community is a basic management, and its organization staff and fund are very limited, which means that the fund to support sport for the elderly is not enough. Therefore, how to play the leading role of the community to support sports for the elderly is also one of the major problems we face.

5. THE WAY TO SOLVE THE CONTRADICTION OF " INTEGRATION OF SPORTS AND CARE " PENSION MODE IN DEZHOU CITY

5.1 Strengthen the professional guidance of sports for the elderly

Social sports instructors and other professional talents should be continued to introduce, at the same time professional training for community management personnel needed to be carried out, in order to form a team that can provide professional sports guidance. Government should publish relevant policy, strengthen the connection among the community, society and school, encourage those who have relevant professional knowledge, such as gym teachers, retired athletes and medical personnel, in their spare time, to actively participate in activities to popularize scientific knowledge for the elderly about how to take physical exercise. That scientific knowledge can be promoted by public lecture or online lecture. When the free physical examination for the elderly in community hospitals provided, the corresponding exercise suggestions should also be given according to person's physique situation.^[5]

5.2 Carry out multi-party cooperation and improve the supply of sports venues

Through the investigation, it is found that the existing fitness facilities in the park and square can basically meet the general sports needs of the elderly, but there are also problems of management and guarantee, and the weather has also become an important factor affecting the outdoor sports of the elderly. Therefore, while improving the public sports facilities, we should coordinate the school sports venues to be open to the public free of charge in the spare time, which can not only provide sufficient activity venues for the public, but also improve the utilization of sports resources.^[6]

5.3 Strengthen the investment of sports funds and ensure the successful development of activities

As the management unit at the grass-roots level, the community is the link between the government and residents. Regular sports and cultural activities can not only enhance residents' sense of identity to the government, but also promote mutual exchanges among residents, enhance feelings, and form harmonious neighborhood relations. Therefore, the government should increase the investment of sports for the grassroots communities, ensure that the fund is embarked for its specified purpose only, and promote the vigorous development of community sports activities. At the same time, the community can also actively contact relevant

manufacturers to sponsor activities, and use the community platform to organize corresponding sports competitions to achieve the purpose of promoting products and achieve a win-win situation.^[7]

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Analysis of the Application of Clinical Medicine Teaching Based on Pbl Teaching Mode

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Abstract: Objective: To analyze the application effect of clinical medicine teaching under PBL teaching mode. **Methods:** 200 clinical medicine students from January 2020 to January 2021 were divided into two groups by computer lottery. The observation group consisted of 100 students, who used the PBL clinical teaching mode of "Internet + education". The control group consisted of 100 students, who were taught in a traditional clinical teaching model. The clinical medicine teaching application effect was compared between the observation group and the control group. **Results:** The comprehensive scores of students in the observation group were significantly higher than those in the control group, and the data difference between the two groups could be statistically significant ($P < 0.05$). **Conclusion:** Both the traditional teaching method and PBL teaching mode have their own advantages and disadvantages, but the teaching effect of PBL teaching method is obvious, and it can effectively improve the educational environment and enhance the quality of medical talents training. It not only stimulates students' interest in clinical medicine learning, but also combines their own reality to consolidate knowledge, increase their understanding of new knowledge, and improve team cooperation ability. PBL teaching mode is worthy of application and recommendation.

Key Words: Pbl Teaching Mode; Clinical; Medical Teaching; Effect

1. INTRODUCTION

PBL teaching mode is a problem - oriented teaching mode of student-centered realistic scenes. It can cultivate students' autonomous learning ability and lifelong learning ability, and meet the development needs of modern medical education concept. The traditional teaching method of "cramming" can no longer meet the training needs of current clinical medical talents [1]. Only in the active exploration, the medical education environment can be improved to arouse students' thinking and solve problems. Only if it lasts for a long time can it receive good teaching effect and achieve the perfect combination of theory and practice.

2. MATERIALS AND METHODS

2.1 Data

From January 2020 to January 2021, 200 students of the same grade were selected for clinical medicine major according to their own actual situation. Some students were divided into two groups by computer lottery. One group belonged to the observation group and the other group belonged to the control group, with 100 students respectively. The observation group used the "Internet + education" PBL clinical teaching mode, while the control

group used the traditional concept of clinical teaching mode [2]. According to the different environment, according to a year of investigation, analysis of the results, the observation group and the control group of clinical medicine teaching application effect. Among them, 59 boys and 41 girls in the observation group were between 18 and 24 years old, and the average age was (21.88 ± 2.84) years old. In the control group, there were 60 male students and 40 female students, aged between 18 and 25, and the average age was (20.11 ± 2.91) years old [3]. It can be seen here that there is no significant difference between the two groups ($P > 0.05$), which shows a strong comparability.

2.2 Methods

The observation group used the PBL clinical teaching mode, while the control group used the traditional concept of clinical teaching mode. First of all, the control group used the traditional method, with the teacher explaining at the top and the students listening at the bottom. After that, we can use multimedia to integrate the relevant contents of clinical teaching according to the actual situation, and constantly improve the explanation of medical knowledge. Students can take notes while listening to the lecture. The observation group used the PBL clinical teaching model, which not only needed to use the traditional teaching method, but also needed to integrate the PBL clinical teaching model [4]. Before starting the class, the teacher divides the students into several groups. Each group has 10 students. Each group needs to be equipped with two teachers. Before the implementation of clinical teaching, multimedia should be used to present real cases to students. Once a case has been recorded, scientific interaction and analysis of the case needs to be carried out on a team basis. And refer to the data, based on students as the center, ask questions, around the question, students in the diversification of exploration, find the problem behind the deep level reason and knowledge, and stimulate students interest in learning, improve the ability of autonomous learning, toward the direction of the implementation of lifelong learning, at the same time, the organic combination of theory and practice together [5].

2.3 Evaluation Indicators

According to the indicators, the clinical medicine teaching application effect of the observation group and the control group was compared.

2.4 Statistical Methods

When using SPSS 25.0 software, further and effective analysis of data is required. In the current educational environment, it is necessary to meet the requirements of measurement implementation inspection according to the relevant content of $(\bar{x} \pm S)$, and reasonable exploration in

the analysis. Here, it is mainly completed on the basis of T and combined with the content of investigation and analysis. After that, the X2 method can be used to further obtain the difference, which reflects the effective statistical significance ($P < 0.05$) [6].

3. THE RESULTS OF

In observation group and control group in the teaching effect, whether it is basic knowledge learning, and ability of the study, the improvement of cooperation consciousness, the strengthening of comprehensive analysis ability, in the data, can be directly observed, ability to observe different groups of students improve the proportion of obvious better than the control group students, among the two groups of data, the differences are more obvious, There was statistical significance ($P < 0.05$). The overall teaching effect of the observation group was significantly higher than that of the control group, and the difference was significant ($P < 0.05$).

Table 1 Comparison of the proportion of students' ability improvement in the observation group and the control group [n (%)]

group(n=100) The study of theoretical knowledge
Research capacity Cooperation consciousness
Comprehensive analytical capability

The experimental group 82(82 . 00%) 83(83 . 00%)
90(90 . 00%) 86(86 . 00%)

The control group 66(66 . 00%) 72(72 . 00%) 70(70 . 00%)
68(68 . 00%)

Note: Compared with the observation group, $P < 0.05$.

4. DISCUSS

To a certain extent, PBL teaching method is based on real cases of hospital clinical medicine, student-centered, asking questions, combining questions, based on groups, and reasonably inspiring students to learn. It is not only to cultivate students' ability of independent learning, but more importantly to cultivate students' concept of lifelong learning [7]. It breaks through the traditional teaching methods and sets up some real case scenarios, so that students can analyze the problems, learn to observe and explore the knowledge points behind the problems, and improve the ability of teamwork.

Comparing PBL teaching method with traditional teaching method, we can see that PBL teaching method has great advantages. It can improve students' autonomous learning ability and develop good learning habits. Select some typical cases, stimulate students to have a strong interest in learning, find a way to solve the problem, learn to observe and think with the problem. Enhance students' sense of teamwork and work together to complete projects. Strive to master the learned knowledge, timely feedback accurate information to students, and lay a solid foundation [8].

In the face of our national conditions, the author thinks that how to implement PBL teaching can be done from the following aspects:

4.1 It is necessary to take students as the center and guide students to fully understand that it is a good PBL class.

In essence, the teaching of clinical medicine has been affected by the traditional teaching mode of "infusion and

irrigation" for a long time. Some students are more accustomed to the traditional teaching method, while most of them prefer the PBL teaching mode. PBL teaching mode emphasizes problem solving rather than simply acquiring knowledge. Teachers need to know not only what PBL teaching is, but also what methods should be used to solve it. It is also necessary to build a PBL teaching model team on the basis of integrated thinking. Students have a preliminary understanding of the needs of PBL teaching, and understand the teaching objectives or procedures. In the process of developing and optimizing PBL teaching in clinical medicine between teachers and students, there are some problems, which may shake some students' trust in PBL clinical medicine teaching. At this time, teachers should adhere to the main idea of the scientific concept of development, according to the current situation, try to "Belt and One" students to help, and encourage students with strong learning ability to drive students with low learning ability. In the early stage of PBL teaching, teachers can also carry out the corresponding knowledge lectures, summarize the effects, and present the successful cases to students, stimulate students' subjective initiative in learning, and maintain a scientific development path.

4.2 It is necessary to match the teachers that adapt to the PBL teaching mode.

PBL teaching mode has a high demand for teachers, which requires not only certain organizational and management skills, but also reasonable control of the pace of classroom teaching according to the actual situation of the classroom, so as to stimulate students' learning interest to the maximum extent. In addition, it is also necessary to increase the training of teachers and improve the construction of backbone teachers based on the reality. In addition, PBL from Taiwan and Shanghai should be introduced to participate in local guidance in the way of "going out and inviting in", so as to ensure a reasonable echelon of teachers. Faced with the new subversive teaching model, teachers themselves also need to constantly improve their professional skills. If a teacher wants to give his students a bowl of water, he must have a bucket of water. Classical PBL teaching adopts group teaching. Under the limitation of space and time, teachers need to build a relatively flexible learning environment for students, improve the interaction between students and between teachers and students, and provide a new choice for medical education. In the application of PBL teaching mode in clinical medicine, the match of teachers must be those who have the ability to control this teaching mode. The establishment of PBL teaching mode here is not a single imitation, nor a simple application. It is necessary to combine their own actual situation, reflect the characteristics of clinical medicine teaching, clinical medicine teaching into practice, show the ideal teaching effect.

4.3 Establish PBL teaching model by using group cooperative teaching model.

PBL teaching mode is mainly based on the problem, to maximize the ability of students to solve problems. In the actual work, a lot of content is not to play their own

intelligence and wisdom can be completed. It is necessary to make reasonable overall planning and increase infrastructure construction on the basis of groups and teams. Let students play different roles in different roles, give play to their own advantages, and eliminate the problem of making up numbers [9]. The use of group cooperation teaching mode, and the final form of personal written report presentation, can not only strengthen the learning supervision of students, but also to a certain extent, improve the practicality of clinical medicine.

4.4 Integrate medical object patients into PBL teaching.

From the current situation, there are still some teachers in the implementation of clinical medicine teaching process, the use of theoretical knowledge teaching or mouse experiment teaching method, this teaching method, to a great extent, lack of practice, but also make students in a long-term armchair state. By contrast, PBL teaching mode can effectively introduce actual medical cases, arrange time to contact with patients, and maximize the enhancement of clinical practice skills. Through their own experience, students can make a reasonable judgment on the etiology, condition, treatment measures, psychology, prognosis effect of patients. However, the use of this teaching method, there will be a big risk problems. At this time, it is necessary to invite professional clinical medical experts to come to guide and supervise. At the same time, also need to let the student early clinical, early practice. Another way is to introduce virtual patients in a reasonable way. Students need to work together in groups and establish virtual practice based on questions. This eliminates the risk associated with a real patient and can serve the main purpose of clinical practice. It not only cultivates the doctor-patient communication ability of students, but also improves the corresponding professional ethics of students.

4.5 Establish a sound evaluation system and formative evaluation feedback.

In terms of the current objective teaching construction, PBL teaching mode mainly implements scientific construction and extension on the basis of problems. Clinical medical students, only one practice teaching is not enough, need to do a lot of medical experiments, in the process of deepening reform, can learn to analyze problems, and improve the evaluation system. A set of perfect evaluation system, through the establishment of the evaluation system, increase the practical supervision of students, but also practice to help students develop good habits.

In addition, the teaching evaluation and feedback of PBL teaching mode are also very important. Teachers need to present Mini-CEX, OSCE and other feedback mechanisms to students according to their actual needs, so as to enhance the supplement of evaluation methods. On the one hand, it improves the interaction between teachers and students, and also strengthens the interaction between students. On the basis of mutual evaluation, enhance the degree of mutual understanding, analyze the shortcomings and problems existing in practical teaching, and according to these problems, enlarge the summary, maintain objective content reference. The network platform can

also be used to bring enough confidence to students, maintain a relaxed and harmonious collaborative environment, and improve the teaching and learning results.

Therefore, in the analysis of the clinical medicine teaching application effect under the PBL teaching mode, the overall teaching effect of the observation group was significantly higher than that of the control group. The proportion of improvement in different abilities of students in the observation group was significantly higher than that of students in the control group. In the data of the two groups, the difference was relatively obvious, with statistical significance ($P < 0.05$).

Both the traditional teaching method and PBL teaching mode have their own advantages and disadvantages, but the teaching effect of PBL teaching method is obvious, and it can effectively improve the educational environment and enhance the quality of medical talents training. It not only stimulates students' interest in clinical medicine learning, but also improves their learning autonomy and team cooperation ability based on their own reality, and establishes the concept of lifelong learning. PBL teaching model is worthy of application and recommendation.

5.CONCLUSION

With the implementation of the strategy of "Internet + Education" and the continuous development of medical undertakings, the social demand for medical technical talents has also risen to a great level. In order to further promote the reform of medical teaching, PBL teaching model has been presented in everyone's field of vision. Taking students as the center, it actively explores the PBL teaching mode suitable for China's medical education system, stimulates students' interest in learning, realizes interdisciplinary knowledge integration, and ensures the integrity and comprehensiveness of knowledge cultivation. To improve the theoretical level and practical skills, promote the improvement of comprehensive ability, in the face of China's national conditions, starting from the main body, so that students fully trust the PBL teaching model. Cultivate and improve PBL teaching staff. Integrate medical object patients into PBL teaching, improve students' comprehensive quality and ability, establish a "student-teacher-patient" teaching path of clinical medicine, and cultivate comprehensive and high-quality medical talents.

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Analysis On the Artistic Features of Coloured Woodcut Prints

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Abstract: As an important category of visual art, coloured woodcut has attracted the attention of many domestic artists in recent years with its unique platemaking methods and various artistic forms. In order to further enhance the artistic value of coloured woodcut prints, we should make more unique woodcut prints in an innovative way on the basis of fully understanding its artistic characteristics. Therefore, this paper will start from the development process and current situation of coloured woodcut prints, and analyze the characteristics of coloured woodcut prints art.

Keywords: Coloured Woodcut Prints; Art; Color

1. INTRODUCTION

In recent years, with the increasing emphasis on art in China, various forms of artistic creation have been explored by art researchers. And the color woodcut prints, a form of artistic creation with hundreds of years of development, also began to receive attention. Color woodcut has the advantages of high artistic value, distinctive artistic features and unique painting language. The study of its artistic features and forms of artistic expression will help to improve the overall level of China's artistic creation and broaden the creative ideas of China's art creators. At the same time, integrating the artistic characteristics of coloured woodcut prints into modern works can also improve the value of art works.

2. THE DEVELOPMENT PROCESS AND CURRENT SITUATION OF COLOURED WOODCUT PRINTS

As a very important part of Chinese traditional culture, print is different from oil painting, mural and other art forms. It usually has a very unique modeling language and high artistic value. Coloured woodcut prints is a combination of printing and carving. The illustrations of coloured woodcut prints can be easily found in the books of the Song Dynasty. Colored woodcut prints began to appear in the Yuan Dynasty, and in the Ming Dynasty, the artistic characteristics of colored woodcut prints were very distinct. During the Wanli period of the Ming Dynasty, the coloured woodcut prints were well made, with vivid figures and delicate carvings. From the 1930s, China's color woodcut art began to develop rapidly with the new woodcut movement. This kind of woodcut art is fundamentally different from the ancient woodcut with strong reproduction.

After the 1980s, as China's print art was influenced by the print art of many western countries, artists also got more creative inspiration from international works and created more color coated woodcut prints with artistic value. [1] Up to now, coloured woodcut prints has become a favorite

work of art for many artists. In fact, the color of wood engraving is relatively black and white wood engraving. Coloured woodcut prints is a very unique work of art through the superposition and combination of multiple color plates. From the perspective of the materials used in the printing of coloured woodcut prints, the overprint woodcut prints made with oil-based pigments are called mimeograph, while the overprint woodcut prints made with water-based pigments are called watermarks. Even though the creation methods are different, the artistic charm of these two kinds of color coated woodcut prints is the same.

3. THE CHARACTERISTICS OF THE ART OF COLOURED WOODCUT PRINTS

3.1 The Art Skills Of Coloured Woodcut Prints

In China, the watermark color woodcut prints emphasize the subjective consciousness of the creator's color and modeling, which is bright, fresh, elegant and so on. Moreover, the color of China's color woodcut prints is generally simple but not monotonous, refined but not simple. The color requirements of color woodcut prints make our country's color art skills also limited, and the main color wood engraving art skills include the following. The first is out of print color. This kind of color woodcut prints skills refers to the engraving and printing on a page, until the final completion of the whole work. Second, the use of "bone color" to make woodcut prints. This kind of art skill of color registration refers to the use of the lines in the engraving as all the skeletons of the work, and then fill in the color of the woodcut prints according to a certain method. Third, the use of color block to make woodcut prints. This kind of art skill of color registration refers to the direct modeling of the color block without relying on the framework of the print line, so as to get a complete woodcut print.

3.2 The Artistic Modeling Characteristics Of Coloured Woodcut Prints

Like other works of art, the content of color woodcut prints is diverse, including not only the creator's expression of abstract consciousness and the description of natural scenes, but also the description of historical events and so on. Based on the different artistic content of the color woodcut prints, its artistic form also has the characteristics of variability and uniqueness, but the most significant feature of the color woodcut prints is creativity. As mentioned above, China's color woodcut prints have been distinguished from ancient woodcut prints with strong reproduction since the 1930s. [2] In other words, today's high artistic value of color woodcut prints presents the characteristics of difficult to copy, and this

characteristic is from the creativity of artists. In the process of making color woodcut prints, the creators will choose different woodcut methods and contents according to different woodcut materials. That is to say, in different wood carving materials, the works created by the creators are not the same, which makes the modeling of each work of the creators full of uniqueness and difficult to copy.

4. THE ARTISTIC APPLICATION OF COLOR WOODCUT PRINTS

4.1 The Application Of Plate Making Art In Color Woodcut Prints

Woodcut print works overprinted with color can express the creator's emotion through richer colors and unique shapes, which makes the forms of woodcut art more diverse. In recent years, the plate making art of color woodcut prints has also aroused the exploration of many artists.

There are many kinds of plate making art forms of color woodcut prints, but the plate making steps are almost the same. First of all, the production of woodcut needs to draw the first draft, and then transfer the drawn draft to the plate, then use the appropriate engraving method to engraving, and finally print a complete set of color woodcut works.

It is a basic art method to use the method of sketching to make color woodcut prints. This method requires the creator to "copy from life" by referring to the real object and depict the scene freely and truly. When using this kind of plate making art method to create, the creator needs to pay attention to the reasonable use of black, white and gray in the layout, and make woodcut according to the light and shade relationship of the whole picture. In addition, copying method is also an important method of making overprinted woodcut prints. This method requires the creator to copy with reference to the creation content and creation method of classic woodcut works, so as to be familiar with the basic production method of color woodcut prints, and further experience the plate making art of color woodcut prints. [3] In the use of out of print method of wood engraving, can only be created in one layout; in carving the next layout, you need to engrave all the previous layout. Therefore, when using this method to create woodcut prints, we should make a comprehensive and specific prediction of the printing results in advance, so as to avoid the unsatisfactory color and shape of the printed works.

4.2 Application Of Color Language Art In Color Woodcut Prints

The combination of the color language art and the modern design concept in the color woodcut prints is more in line with the modern aesthetic, and also makes the color woodcut prints have more aesthetic value. For example, New-Year pictures in Yangliuqing is the combination of the artistic symbols of the Song Dynasty and modern artistic forms, and the collocation of color and content is more novel. New-Year pictures in Yangliuqing, as woodcut prints originated in the late Yuan and early Ming

Dynasty, have developed more and more rapidly in recent years. [4] The reason is that in recent years, New-Year pictures in Yangliuqing is full of many modern color language and scenes, so it is more in line with the aesthetic taste of the public.

But it is worth noting that in the integration of traditional elements and modern elements, we should not only carry out innovative collocation between traditional colors and modern mainstream colors, but also pay attention to the coordination and simplicity of the overall color of prints. Color can not only present new art forms and make the content of color coated woodcut more novel, but also serve as the artistic language of the creator and express the inner feelings of the creator. [5] Li Huashu, a famous woodcut painter in China, fully combined the color of woodcut with the emotion he wanted to express his high concern for the fate of the people, but also express his desire to make a contribution to the country through art in the works including *ROAR·CHINA*, *Who Gave Fate, Dawn*. In these works, Mr. Li Huashu uses strong emotional colors to express his inner passion, which makes the whole woodcut full of artistic language and makes the viewers feel more deeply.

5. CONCLUSION

The development of color woodcut prints is inseparable from the research and innovation of many artists. When many traditional cultures gradually disappear from history, Chinese artists combine traditional culture with modern elements to create more artistic works of color woodcut prints, which make color woodcut prints inherit to today. As a researcher and creator of art, we should not only fully understand the artistic characteristics of color woodcut prints, but also apply it in practice. In order to create works with more vitality and aesthetic value, we should combine modern artistic elements with classic elements in traditional woodcut prints. And these works with aesthetic value are seen by more audiences, China's color woodcut prints will have more opportunities for development.

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Research On the Effective Organization and Development of Tennis Course in Sports Colleges

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Abstract: As the society of the importance of sports colleges and the limited education resources in how to improve the quality of tennis course in colleges and universities in become a difficult problem, in this paper, the sports school tennis lessons effectively organize and conduct research, systematic analysis of the status quo of sports colleges and universities the development of tennis lessons, tennis lessons quality improve regulation measures are put forward, provide reference for sports school tennis lesson curriculum reform.

Key Words: Sports Colleges; Tennis Professional Courses; Effective Organization; Influencing Factors

1. ANALYSIS OF THE CURRENT SITUATION OF THE DEVELOPMENT OF TENNIS COURSES IN PHYSICAL EDUCATION COLLEGES

1.1 The situation of opening tennis course

The opening of tennis course in sports colleges is very meaningful, which helps students to develop good behavior habits, improve physical quality, obtain healthy experience, and construct a meaningful life. However, there are many problems in the teaching content, teacher selection and teaching materials of tennis course in sports colleges and universities.

Situation for the moment, tennis courses is not the main reason is that part of the ideal sports colleges and not enough attention to tennis theory, teaching lack of systematic, many schools only in the rainy day can't outdoor training tennis theory knowledge, the interpretation of this will lead to tennis theoretical knowledge needed assurance, quality of tennis lessons did not.

1.2 Organization of tennis matches

Teaching is under the condition of the game, according to the uniform rules to complete the practice of a kind of teaching method, the tennis match is compact, reasonable use of technology of cohesion, tactical cooperation coordination tacit understanding aspects of integrated performance form of exercise, it is well known that in the process of sports teaching movement, in order to make students master will be a long boring training, If some matches are interspersed among them, both from the physical and psychological point of view, there are positive effects and great help, teaching matches for students tennis quality development, consolidation and improvement have extremely important significance.

At present, sports colleges and universities reduced the activities of tennis matches, the development of students in skills and physical quality and other aspects can not be

verified, the quality of the content and standards of tennis courses can not be improved and perfected.

1.3 Participation in tennis after school

At present, the participation degree of tennis in sports colleges is small, which is related to the lack of perfect sports equipment in colleges and universities. The lack of perfect equipment leads to the low utilization rate of tennis courts. As a civilized, active and healthy leisure sport, tennis was originally the most developable leisure way for college students in their leisure time, but there were basically no students in the tennis courts in colleges and universities, and students lacked the enthusiasm to participate in tennis activities after school, which invisibly increased the future crisis of college tennis[1-6].

2. FACTORS AFFECTING THE EFFECTIVE ORGANIZATION AND DEVELOPMENT OF TENNIS LESSONS IN PHYSICAL EDUCATION INSTITUTIONS

2.1 Unscientific course selection mode restricts course development

The traditional tennis course selection mode is not new and scientific, and the teaching mainly relies on the "master leads the door, the cultivation is in the individual", which limits the development of the tennis course. Although the traditional mode is the most safe way, in order to adapt to the development of The Times and the needs of students in the new era, it is slightly backward to learn tennis skills only by demonstration. Some of the latest tennis movements and basic knowledge of tennis cannot be shown in the key links, and students' independent learning will be limited.

2.2 Imperfect site and facilities limit course development
Sports colleges and universities tennis venue and equipment facilities are the basic conditions for complete the teaching mission, there is not enough space and tennis professional equipment for students' learning psychology, behavior, will produce great influence, there is not enough space and tennis professional equipment also can let the student to professional produce negative emotions, are not willing to practice diligently, in general, Students' development will be limited by the limited facilities on the site.

2.3 Single course assessment limits course development

The result evaluation of tennis course in various sports colleges and universities is an indispensable link, and it is also a link with bigger problems. The examination course of tennis course is single, which limits the development of professional courses to a great extent. It can be seen that the final assessment of most physical education colleges

is mainly conducted by teachers without testing the professional mastery of tennis. Such assessment can not experience the initiative of students in the learning process, and teachers lack the understanding of students' physical education course process.

3. METHODS TO EFFECTIVELY ORGANIZE AND DEVELOP TENNIS LESSONS IN PHYSICAL EDUCATION INSTITUTIONS

3.1 Inspire students with fun guidance

Tennis course is one of the enlightening exercises for the cultivation of students' physical quality. How to cultivate students' interest is one of the problems worth studying by every physical education teacher. In classroom teaching and outdoor teaching, it is necessary to carefully create the law of students' cognitive development to stimulate their interest in learning.

Interest is the best teacher, in the process of tennis teaching, once aroused the interest of students, will achieve twice the result with half the effort, we can use many methods to arouse the interest of students, can also create more tennis activities, stimulate students' desire for knowledge, organization of tennis games, stimulate students' interest in learning.

3.2 Take students as the foundation and attach importance to students

Take the student as the center, all the teaching process is around the center for students and students is the premise and foundation of the whole education, should pay attention to and reflect the needs of students, emphasizing the students' active exploration in knowledge and actively building of knowledge, the college has the responsibility to awaken students' independent consciousness, cultivate the students' health consciousness, active play to create space and atmosphere for the students.

With the deepening of the market-oriented economy and the reform of the education system, the concept of people-oriented education has been deeply rooted in the hearts of the people. From the perspective of the development of tennis courses in physical education colleges and universities, the opening of tennis courses is relatively late, and the course arrangement is not reasonable. Only by following the needs of students and paying attention to students, Only by carrying out more tennis theory courses, open matches and outdoor activities can we meet students'

learning needs, improve students' comprehensive quality and make students develop in an all-round way.

4. CONCLUSION

Tennis course is the new star course in sports colleges and universities, sports colleges and universities is for the society to train higher talents, in the educational reform, the tennis teaching of sports colleges and universities has made great progress, but with sports colleges and universities need to have the requirements are still far away, tennis courses lack of scientific nature, pertinence and long-term. As sports colleges attach more importance to tennis major, the guiding ideology of traditional tennis teaching has been increasingly unable to adapt to the requirements of the development of the situation, so the effective organization and development of tennis lessons is of great importance to the development of sports colleges.

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Research On Experiential Teaching Method in Higher Vocational Physical Education

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Abstract: To effectively promote the optimization of teaching content and teaching process, it is necessary to promote the application of experiential teaching method in Higher Vocational Physical Education. This paper analyzes the current situation of physical education in higher vocational colleges, and studies the role of experiential teaching in Higher Vocational Physical Education and the necessity of developing experiential teaching, and clarifies the teaching objectives and teaching guidance, Hope these views can better promote the quality of higher vocational physical education.

Key Words: Higher Vocational Colleges; Physical Education; Experiential Teaching

1. THE CURRENT SITUATION OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

The rapid development of our society makes the process of education more perfect, new educational ideas follow, the status of exam oriented education has gradually declined, the education department will focus on the overall quality and various aspects of the development of students, and the all-round development of morality, intelligence, sports, beauty and labor has become the new core of education. Therefore, in the current higher vocational education, physical education is the most important, and the improvement of teaching methods of physical education has become a problem that can not be ignored[1-7].

1.1 lack of understanding and attention

Some higher vocational college leaders and students have not realized the importance of physical education, do not understand the necessity of physical education, low degree of attention, participation is not active and so on. The comprehensive nature of physical education is strong. Strengthening physical exercise can help students to exercise well and increase the popularity of sports knowledge.

1.2 Formalization is more than experiential

Some higher vocational colleges just stay on the surface of dealing with education inspection, and do not implant experiential physical education into the school major. As an essential thing in higher vocational education, physical education must not take the formal road of affectation. Schools and teachers should respect students' cognition, go into the student group, and strive to be intangible and non derivative.

2. THE ROLE OF EXPERIENTIAL TEACHING IN PHYSICAL EDUCATION OF HIGHER VOCATIONAL COLLEGES

Experiential teaching is mainly based on the knowledge

learned in the subject to experience the corresponding activities to help students better understand the knowledge. Experiential teaching has broken the existing closed state of subject teaching, and realized that students are in a dynamic and open learning environment, so that students can explore learning in their own practice, and make them become the people they want to be. Physical education is the key to cultivate students' physical quality and ability, plus the assistance of experiential teaching, There is no pressure for students to master basic knowledge and skills, which can better promote students' comprehensive ability.

2.1 Innovate classroom and cultivate students' experience consciousness

Vocational colleges can create experiential classroom, not only to look at the teaching results, but also to pay more attention to the process of students' experience, so that students can enhance their ability of self-feeling, self analysis and self judgment in the experiential classroom, and experience the exchange of knowledge. While understanding theoretical knowledge, we can further experience the learning through case operation, The physical quality and psychological quality should be cultivated together.

In the classroom, higher vocational colleges can also carry out: half a lesson to teach knowledge, half a lesson for students to experience the experiential classroom. Let students understand the teaching content requirements of teachers in physical education class, while perceiving the application of theoretical knowledge in the experiment, cultivate new learning concepts, stimulate students' enthusiasm, and cultivate students' physical and psychological health. Half experience class can deepen students' understanding of the knowledge they have learned and achieve the internalization of knowledge.

2.2 carry out students' experience education in combination with classroom

In class, teachers can explain the sports knowledge first, which is convenient for students to learn and understand systematically. Then according to the students' interest in sports, through the mode of group competition, let the students carry out experiential learning for the sports that students are more interested in. After the experiential learning, each group should supplement, summarize or correct the knowledge points of the sports that they are interested in. Through experiential education combined with traditional physical education teaching mode, we can always understand the students' learning situation.

Through the combination of knowledge explanation and experiential teaching, better teaching effect can be achieved. This can not only stimulate students' independent interest in sports learning, but also improve

their proficiency in knowledge, so as to achieve the integration of interest in sports and internalization. This combination of classroom mode, in line with the current situation of physical education in higher vocational colleges, but also created a new learning method, and even foresee that experiential teaching in Higher Vocational College Physical Education has a broad application space and great role.

3. THE NECESSITY OF THE MODE AND DEVELOPMENT OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

3.1 At the student level

The participation of students is the premise of physical education mode and development in higher vocational colleges. Modern education has always emphasized the educational concept of "people-oriented", taking students as the main body, paying attention to giving play to students' kinetic energy, strengthening students' enthusiasm, emphasizing students' main participation and experience ability. The experiential teaching of physical education is one of the good performances with students as the main body, which has a great role in promoting the improvement of students' comprehensive quality. Therefore, for higher vocational colleges, the development of physical education mode is of great value to students, and it is also very necessary.

3.2 At the school level

The biggest goal of physical education in higher vocational colleges is to let students experience themselves. Experiential teaching can be a means for schools to achieve teaching objectives. In higher vocational colleges, experiential teaching can better achieve the overall education of physical education, sports aesthetic education, sports quality education and other educational objectives, and create personalized and

diversified students in their own vocational colleges.

3.3 At the social level

Under the long-term experiential physical education, students can not only experience the classroom knowledge, but also apply this ability to life, experience the surrounding environment, experience the flowers and plants, better perceive the world, have a transparent heart, can explore the students' potential, make the students' personality more sound, the soul more powerful.

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Key Technology Analysis and Development Application of Embedded System

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Abstract: With the rapid development of science and technology and economy in today's society, which leads to the emergence of a variety of new technologies. Embedded system is an extremely important technology in the emerging technology at present. The development and extensive application of embedded system can bring huge benefits for people. Embedded systems actually fall into two categories: embedded processors and embedded operating systems. And embedded technology includes general, usually associated with hardware including the underlying driver software, system kernel and device driver interface, communication protocol, the graphical interface and standardized browser, embedded operating system is primarily a complex system of all hardware and software resource sharing, at present the application and also widely used in mobile phones and tablets.

Key Words: Embedded System; Embedded Processor; The Microkernel; Memory Management Unit; The Bluetooth System

1. INTRODUCTION

An embedded system is an emerging science and technology, but such a concept has had appeared before a long time, the kernel of the embedded system is small in general is mainly used in small electronic device, and personalization of the embedded system is very strong, in the system software system and hardware the combination between the two is very close. Now the embedded system and its in-depth application in many industries make it more suitable for people's life. With the development and innovation of science and technology in recent years, the embedded operating system has become more and more simple and can be applied to more and more fields.

2. TECHNICAL CHARACTERISTICS OF EMBEDDED SYSTEM

Generally speaking, the embedded system includes the hardware and the operating system which constitute the basic operating environment of the software, and the operating environment and application occasions of the embedded system also determine the difference between the embedded system and other systems.

2.1 Embedded Processor

At present, the main embedded processor is divided into three categories: embedded microprocessor, embedded dimension controller and embedded DSP. A microprocessor is the CPU equivalent of a computer's microprocessor. In both cases, the dimensional processor is installed on a separately designed, customized circuit board, on which only the position required for embedded technology needs to be designed and reserved, which can also achieve small size and low power consumption

requirements. And the micro controller is called the single chip microcomputer, he is the CPU and memory together. Embedded DSP is designed to improve the efficiency of compilation and execution speed of work, and can be applied to many fields and improve its working speed [1].

2.2 Microkernel structure

At present, most operating systems are divided into two levels: the kernel layer and the application layer, while the kernel only provides the most basic functions. Moreover, after a period of use, the kernel of the relevant operating system will gradually become larger and eventually occupy the overall resources and control. And the embedded operating system is the use of the structure of the microkernel, although also can only improve the most basic functions, but its system itself can be tailored, will not be like the traditional kernel gradually increase its size.

2.3 Task scheduling

Embedded operating system can support multitasking at the same time, but the realization of multitasking at the same time requires the CPU to switch and schedule back and forth between multiple tasks. Because each task is certainly different, tasks will be divided into different levels, and different tasks will have different priorities. When scheduling tasks, the priority with the highest priority should be first arranged, which is the scheduling method of embedded operating system for different priorities [2].

2.4 Hard Real Time and Soft Real Time

Because embedded systems have high time requirements, they can also be called real-time systems, but they are divided into two types of real-time systems: hard real-time systems and soft real-time systems. Soft real time system is not the same as hard real time system, it is not strict for the time requirements of the task, only need the relevant task can run efficiently. But hard real time is different, need to strictly in accordance with the system set time, if exceed the relevant time is easy to cause the system to collapse. The range of soft real time application is very wide, but the range of hard real time should be very limited, is generally used in industrial control more.

2.5 Memory management

Desktop operating systems designed for memory management unit processors make use of the concept of virtual memory. In embedded systems, however, virtual addresses are mapped to physical addresses and divided into pages of the same size by the actual memory. Most embedded systems can not use the virtual memory management technology of the processor, directly transfer to the relevant address line for output. In addition, the storage space of most embedded designs has no protection measures, and only enough address space is allocated for

use when related tasks are performed [3].

3. WIDESPREAD APPLICATION OF EMBEDDED SYSTEM

The application scope and prospect of embedded system are very wide, people will come into contact with embedded products all the time. From home appliances to emerging vehicles, there will be embedded systems.

3.1 Embedded mobile database

Mobile database refers to support mobile computing database, so that relevant user in the process of moving also to be able to access the database resources, and the user can also take mobile database, realize the synchronization of backend server, because in the mobile terminal is also embedded real-time operating system and embedded database.

3.2 Application of embedded system in smart home website

In the home if the establishment of a complete communication network, so as to form a whole that can efficiently provide a necessary access to family information; At home under the control of the network operating system, through the corresponding hardware and implementation mechanism for home appliances and equipment to carry out a control. And if you want to realize remote control and related information exchange, then you need embedded operating system. So far, these operating systems must be embedded, real-time and multi-user, and can support multiple devices to access the network at the same time [4].

3.3 Embedded voice chip

The embedded voice system can make better use of the embedded operating system. This technology can be reasonably applied to our mobile phones or smart home appliances, which can not only make it easier to operate the related appliances, but also make these devices have a humanized way of communication and extremely convenient way of use.

3.4 Embedded products of wireless communication protocols

This embedded product is represented by a Bluetooth

wireless access combined with embedded system, to better promote the wide application of embedded system, is widely used to open out in all kinds of special occasions after considerable development prospects, because most of the electronic equipment can now wireless access and used in e-commerce.

4. CONCLUSION

Embedded technology development and utilization, for people's life is absolutely a great benefit, but in the choice of embedded operation attract and related platforms, we should consider many aspects and then go into the selection of the appropriate system and platform. In the future society, embedded products will be widely used, as long as we follow a reasonable way and technology to develop innovation, then it will make the embedded system can become better.

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Research On College English Teaching Practice in The New Media Era

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Abstract: With the rapid development of new media technology, new media plays an important role in people's daily life, and also has a profound impact on college English teaching practice. It not only changes English teaching methods, breaks the time and space constraints, but also enriches the access to English information resources. Therefore, in order to give full play to the inherent advantages of new media technology, it is necessary to establish an information-based English teaching platform, carry out English training teaching, and innovate college English classroom teaching mode by using flipped classroom, in the practice of college English teaching.

Keywords: New Media; College English; Teaching Practice

1. BASIC CONNOTATION OF NEW MEDIA

New media is a new form of media, relying on advanced information technology, and a strong interaction and communication. In the new media era, the timeliness of information dissemination has been greatly improved to meet the urgent needs of social development. Nowadays, new media has been developing rapidly, affecting all aspects of people's lives. People can obtain massive information resources with the help of various forms of new media technology. Information dissemination has become very free, effectively breaking the limitations of the traditional way of receiving information. [1]

The emergence and development of new media has also played a key role in the current college English teaching practice in China, promoting the transformation of traditional English teaching mode and injecting vitality into college English teaching practice. Specifically, there are various ways to show new media technology, such as audio-visual, pictures, text, etc.. Students can use new media technology to acquire the required English knowledge, and they can also review and communicate at any time on the network platform. At the same time, teachers can also carry out diversified English teaching activities through new media technology, and give full play to the positive effect of new media technology in college English teaching.

2. THE ROLE OF NEW MEDIA IN COLLEGE ENGLISH TEACHING PRACTICE

2.1 Helping To Change The Teaching Methods

For a long time, the development of college English teaching practice generally depends on English teaching materials and teachers' classroom teaching, which hinders the innovation of college English teaching practice to a certain extent and is difficult to keep up with the pace of the times. From the perspective of English teaching

materials, college English teaching materials are generally based on English culture. Not only the content of the teaching materials is very limited, but also it is difficult to meet the needs of the development of the times in time, which has an impact on the improvement of students' English ability. [2] In the aspect of classroom teaching, teachers often take the lead in college English teaching practice, and students often play the role of "listening". This traditional teaching method inhibits students' initiative in learning English knowledge. In the new media era, advanced new media technology effectively expands the content of college English teaching, provides students with a diversified English communication platform, teachers can also use new media to carry out targeted English teaching practice activities, and promote the transformation of teaching methods.

2.2 Helping To Break The Limitation Of Time And Space

In the process of using new media technology in college English teaching practice, teachers can fully introduce advanced new media technology into teaching practice, strengthen the deep integration of online teaching activities and classroom teaching activities, so as to break the limitations of time and space on college English teaching mode, ensure that students can carry out relevant English learning activities anytime and anywhere based on their own actual situation, obtain the most advanced English teaching resources in the world with the help of new media technology, and further strengthen college students' in-depth understanding of English knowledge and English culture. [3] At the same time, in the process of integrating online and offline communication, college English teaching practice can break the restrictions of traditional English classroom teaching, carry out online communication activities with students from other countries, accept the guidance of foreign professional English teachers on various online English communication platforms, and enhance students' English learning enthusiasm in this free and open English communication atmosphere, to ensure that the quality of college English teaching has been greatly improved.

2.3 Helping To Enrich The Access To Information Resources

By introducing new media into college English teaching practice, teachers can reasonably use new media according to the actual situation of English teaching and the basic needs of students, improve the shortcomings of traditional teaching mode, enhance the initiative and vividness of English teaching practice, and provide students with a diversified platform for obtaining English information resources. It can ensure that students can learn English based on their own interests and majors. From this

point of view, the rational use of new media technology in college English teaching practice can enrich the access to English information resources and provide convenience for students' systematic English learning. For example, in the practice of English Teaching in colleges and universities, there are few teaching resources in English listening and speaking. In the face of this situation, teachers can guide students to search for teaching videos related to English listening and speaking on various network platforms, or create Wechat groups to provide students with information resources of English listening and speaking in the form of group video communication. [4]

3. THE PATH OF COLLEGE ENGLISH TEACHING PRACTICE IN THE NEW MEDIA ERA

3.1 Establishing Information Based English Teaching Platform

New media has distinct convenience and immediacy, which can play its own advantages in college English teaching practice. Therefore, in the process of carrying out college English teaching practice, teachers should clearly recognize the natural advantages of new media technology, and use new media technology to establish an information-based English teaching platform, so as to provide guarantee for the smooth development of English teaching practice. In the specific English teaching practice, teachers should reasonably use social software such as microblog and WeChat according to the content of English teaching, deeply excavate the teaching resources on microblog and WeChat platform, and provide relevant resources for students, which can not only enrich the English teaching content, but also enhance the enthusiasm of students in learning English. At the same time, teachers can guide students to search related topics on various information-based English teaching platforms according to their own interests and hobbies, and carry out exchange meetings on specific English topics. In addition, universities can also establish WeChat official account and micro-blog platform. Based on market demand for English talents, targeted teaching contents are provided to students, highlighting the professionalism of English teaching. [5]

3.2 To Carry Out Various Forms Of English Practical Teaching

The traditional English teaching mode is based on filling the whole classroom. This teaching method not only restrains students' initiative in learning English, but also affects the overall quality of college English teaching practice. Nowadays, the traditional English teaching mode has been out of line with the requirements of the times, and can not adapt to the new requirements of the new era for English talents. In the new media era, more and more colleges and universities introduce advanced new media technology into English teaching practice, and are committed to finding an effective way to solve the shortcomings of traditional English teaching mode. In fact, college English has strong practicality. In order to effectively enhance the effect of college English teaching, we need to carry out various forms of English practical teaching with the help of new media, so as to give full play to the practical function of new media in English teaching.

For example, in college English teaching class, teachers can encourage students to learn and communicate English on various new media platforms, give full play to students' subjective initiative, and have the courage to abandon the cramming teaching mode, so that students can experience the fun of English learning in vivid and interesting practical teaching.

3.3 Innovating The Existing English Classroom Teaching Mode

For college English teaching practice, the introduction and application of flipped classroom can effectively promote the innovation of English classroom teaching mode and maximize the advantages of new media technology. English flipped classroom encourages students to use new media technology for autonomous learning and thinking in the classroom, and teachers only play the role of answering questions and solving doubts. Flipped classroom is essentially the product of the combination of new media and English teaching classroom. Students' English learning is no longer limited to English classroom, but with the help of new media technology to broaden and extend the scope of English classroom teaching. First of all, teachers can set up a professional team of English teachers to study the design and production of English teaching videos, and apply English teaching videos to specific English teaching classes, so as to ensure that English teaching videos have certain practicability. Secondly, teachers should organize various forms of interactive activities in the English teaching classroom. [6] Compared with the traditional English teaching classroom, flipped classroom can ensure students to obtain more English knowledge in the limited teaching time. Therefore, teachers should design English interactive links according to each student's actual ability and needs, so as to improve students' enthusiasm for autonomous learning. Finally, teachers should encourage and guide students to make micro video based on the existing knowledge reserve, and show the learned English knowledge in the form of micro video.

4. CONCLUSION

To sum up, the new media provides a lot of convenience for college English teaching practice, to ensure the smooth development of college English teaching practice activities. In order to better stimulate the natural advantages of new media technology, we need to start from three aspects of information teaching platform, English training teaching and English classroom teaching mode, and effectively enhance the quality of college English teaching practice.

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The Consumption Structure and Key Nodes of Network Culture of College Students in The Context of Big Data

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Abstract: The article conducts theoretical research on the content, characteristics, relationship and structure of college students' online cultural consumption. Research believes that online cultural consumption is the consumption of various cultural products and services by college students through the Internet to meet their spiritual needs. Online cultural consumption has the characteristics of coexistence of rationality and blindness, coexistence of fashion and individuality, and coexistence of sharing and concealment. At the same time, the article places the structure of online cultural consumption in the process of production, distribution and exchange, and analyzes the key nodes of online cultural consumption.

Keywords: Internet Culture; Cultural Consumption; College Students

1. INTRODUCTION

Nowadays, the problem of online cultural consumption has attracted more and more attention. The university student group has a strong understanding and acceptance of new things. Because of its own group particularity, the university student group will show new ideas in the process of participating in online cultural consumption. Consumption characteristics. This research mainly collects domestic authoritative Internet data platforms, such as China Internet Information Center (CNNIC) and iResearch and other authoritative institutions, as well as relevant research data of current scholars, in order to obtain the current university student population through data and material analysis. The structure and key node elements of online cultural consumption.

2. OVERVIEW OF THE DEVELOPMENT OF CONTEMPORARY COLLEGE STUDENTS' ONLINE CULTURAL CONSUMPTION

College students occupy the best knowledge resources in society, and their values and professional qualities are related to the future and destiny of the country as well as the great rejuvenation of the Chinese nation. At the same time, the number of college students is huge and the desire for online cultural consumption is strong. As a participant of online cultural consumption, it is slowly growing into one of the main forces of online cultural consumption. The survey shows that at present, the per capita monthly cultural consumption expenditure of college students in my country has reached 1,296 yuan, which is more than half of the per capita disposable income of urban residents in the country during the same period. This shows that the current college student consumer group has more and more purchasing power in online cultural consumption

behaviors., The participation of college students in online cultural consumption will be further improved in the future.

The environment for the development of college students' online cultural consumption has certain subordination. Since the 1990s, Internet technology has developed at an astonishing speed, and online shopping has evolved from a strange and novel thing into the lives of ordinary people. Statistics show that as of the first half of 2021, the transaction scale of China's online retail market reached 10.32 trillion, an increase of 20.56%. The consumption scale of e-commerce retail accounts for more and more proportion of the retail scale of social consumer goods, and e-commerce has begun to change the pattern of social retail industry. With the popularization of higher education, the number of college students continues to grow, and the online cultural consumer market for college students is also growing. According to statistics published on the Internet, since 2012, the number of college students in China has been on a growing trend. By 2020, the number of college students has reached 38.33 million. With the expansion of the number of college students, the consumption scale of college students has also increased. However, the development of online cultural consumption of college students is different from that of other people in the society, and they do not yet have a stable financial income. However, the limited amount of consumption has not hindered the expansion of college students' desire to consume.

3. NETWORK CULTURE CONSUMPTION STRUCTURE OF CONTEMPORARY COLLEGE STUDENTS

In a consumer society, the essence of cultural consumption is the consumption of symbols, which is a concentrated manifestation of the externalization of human spirit. Culture is created in the various practices of our daily life, and consumption is one of them. The product forms of online cultural consumption include online games, online animation, online music, online film and television, online media, online communications, online publishing, online education, online communities, online virtual reality, etc. Compared with the past cultural consumption, what remains unchanged is the eternality of people's spiritual pursuit, and the part that has changed is the organizational form of production, dissemination, and consumption of network culture.

3.1 Online entertainment consumption

In the entire network culture consumption scale of college students, entertainment consumption is the most important

expenditure part of college students' network culture consumption. At present, there are many types of online entertainment, and the exquisite pictures and the guidance of online publicity have led to an increasing proportion of college students' online entertainment consumption. Online entertainment consumption is classified according to different types of consumption, mainly divided into online games, online videos, and digital music. According to the "Research Report on China's E-sports and Game Live Broadcast Industry in 2020", the overall market size of China's e-sports in 2019 will reach 117.53 billion yuan, and the overall market will reach 140.56 billion yuan in 2020. The revenue of e-sports games is a major part of the scale of the game market, and the growth potential of China's e-sports game market continues to be strong. In terms of the basic attributes of e-sports users, a bachelor's degree accounted for 54.8% of the e-sports user group, and the trend is increasing. Online game consumption occupies an important position in the entertainment consumption of college students. It can not only relax people's spiritual world through virtual game scenes, but also induce some people to lose themselves in virtual games and ignore the real world. Similarly, according to another survey research released by iResearch, the online video market has been expanding due to its rich resources and playback functions. In 2011, the scale of my country's online video industry was 6.27 billion yuan, and it rose to 110.28 billion yuan in 2018. In 2011, the size of the user payment market in my country was 220 million yuan, and in 2018 it rose to 18.39 billion yuan, a year-on-year increase of 34%. Among them, young people, mainly college students, accounted for the main part. College students use online videos to watch TV dramas, web dramas, news videos and variety shows and other video resources, and become their entertainment and leisure habits after studying. In addition, according to the "2020 China Digital Music User Behavior Research Report", the user payment rate of China's digital music platform in 2020 is 8%, and the main driving force for the future increase in the payment rate will likely come from: 1. Streaming media to users The further development of payment habits; 2. The effect of the fan economy under the social layout of music. 60% of Chinese digital music users are young people, and 50% of digital music users have a bachelor's degree or above.

3.2 Online publishing consumption

Relying on the rich resources of the Internet, the development of online cultural consumption has revolutionized the consumption behavior of college students and enriched their learning methods. In the past, learning space was limited to schools, and knowledge was limited to books. The transfer of knowledge required the transfer of information from educators and educators. Compared with traditional learning methods, online publishing consumption breaks through the time and space limitations of traditional learning methods. Using network technology, college students can receive and transfer knowledge information on computers and even mobile phones anytime and anywhere, which makes the dissemination of knowledge faster and more convenient. .

The current online learning consumption of college students includes digital reading, online education, paid downloads, etc. According to data from iResearch, the number of Internet online education users in my country will reach 340 million in 2020. Among the user population, the proportion of people with higher education is the highest, and the proportion of schools with an export bandwidth of 100M is 98.7%. Among them, 52 impoverished counties have achieved full school network coverage, and 99.7% of schools have achieved 100M bandwidth. On the other hand, various institutions are accelerating their deployment, and the online education industry is showing fierce competition. Highly educated people have high enthusiasm for online learning and strong consumption ability. With the improvement of online learning consumption, the market for online learning consumption of college students will continue to expand. College students are one of the most active people in online learning. Whether it is to expand knowledge, increase knowledge, or for course learning needs, their desire to consume is constantly increasing. However, there are also problems such as online plagiarism, infringement of authors' intellectual property rights, low learning efficiency, and high costs in college students' online learning consumption.

3.3 Online social consumption

Social networking is an interactive mode that uses network tools to communicate with the development of network technology. According to its form, social networking can be divided into forums, microblogs, instant messaging software, and so on. Judging from the actual use of college students' social software, the social software commonly used in college students mainly includes WeChat, QQ, Sina Weibo, etc. The new social software enables information between college students and other social groups. Information exchange is faster and more convenient. With the help of social networking software, college students broaden their horizons, enrich their lives, and exchange ideas more freely. At the same time, the anonymity and concealment of social networking on the Internet give rise to the psychological defects of college students. Problems such as "Internet navy" and "keyboard man" are the manifestations of this problem. The virtualized network subjects in online social networking are more susceptible to the influence of the wrong thoughts of others, and they are more likely to be polluted by the wrong thoughts in the communication with other subjects.

With the development of network technology, the application of wireless networks and the popularization of mobile phones among college students, college students' online social consumption has become increasingly prominent in college students' online cultural consumer life. According to data from the China Internet Network Information Center, in terms of the composition of Internet netizens, social software has an absolute advantage among young netizens. The popularity and utilization rate of various instant social software such as QQ, WeChat, and Weibo are all Higher than the overall level of netizens. At the same time, in terms of the

penetration rate of instant social software, the penetration rate of college students is much higher than that of other groups, reaching a staggering 98.3%, followed by e-mail and Weibo, reaching 67.1% and 61.9%, respectively.

4. THE CHARACTERISTICS AND KEY NODES OF CONTEMPORARY COLLEGE STUDENTS' ONLINE CULTURAL CONSUMPTION

College students' online cultural consumption behaviors have their own group characteristics. They have different concepts of online cultural consumption from other social groups. According to the reality of online cultural consumption, college students' online cultural consumption has the following characteristics.

4.1 The coexistence of rationality and blindness

The online world is all-encompassing, and the online cultural consumer market contains a wealth of consumer information and materials, which provides an unprecedented wide choice for college students' online cultural consumption. With the help of modern information technology, college students are proactively acquiring information in the online world. Before consuming goods and services and even manufacturers, they can obtain detailed information resources, avoiding traditional consumption methods from sellers to purchases. The one-way information dissemination of the home, under this condition, the choice of consumption is based on the comparative analysis of various conditions and factors. Production determines consumption. The enormous abundance of material materials makes the life of contemporary college students extremely rich. Compared with the daily consumption of college students who were only satisfied with life and study in the past, contemporary college students are not only satisfied with daily consumption, they also focus on social entertainment, leisure and relaxation. However, Western ideology has also become more concealed and deceptive. Irrational consumption concepts such as materialism, hedonism, money worship, and nihilism have become popular in the process of college students' online cultural consumption with the help of the Internet. As a new thing in the network economy, online cultural consumption still has many unknowns in the consumption behavior and psychological response of college students. It will also mislead many college students' consumption outlook choices while cultivating college physiological consumption choices. Their choice of online cultural consumption may sometimes be just because the goods they want to buy are brightly packaged or novel and fun. This irrational consumer choice will promote the comparability and conformity of college students' online cultural consumption, which will lead to college students' online culture. Abnormal development of consumption.

4.2 Fashion and personality coexist

Consumers participate in the process of online cultural consumption as an independent individual, and the high degree of individual freedom and active participation are the prerequisites for online cultural consumption. This independent consumption allows college students to get rid of the interference of related social relations to a considerable extent, and cultivates their independent

personality. They can obtain more potential product information based on their interactions with product objects. The development of technology and economy has made the consumer world change with each passing day. The update speed of college students' consumer psychology is also accelerating, and consumer demand presents diversified and individualized characteristics. From the perspective of the content and level of college students' consumption, college students prefer products that are unique and novel, and can better express their own personality. With the help of online information, they can exchange information with sellers on an equal footing. Even participating in the design and production of commodities, creatively endowing the cold material commodities with humanistic feelings. From another perspective, the online cultural consumption of college students will also form a certain consumption fashion on the Internet to lead the social consumption trend. The long-term campus life has enriched the scientific and cultural knowledge of college students, but they have lost many opportunities to participate in social practice. Such an equal, integrated production and consumption network cultural consumption provides universities with an opportunity to show themselves and realize their value. In such social practice, they can also obtain more social recognition and value recognition.

4.3 Sharing and concealment coexist

College students have high scientific and cultural qualities and have a better grasp of modern information technology. At the same time, they are curious and pursue fashionable group personality, which makes it easier for college students to obtain and exchange the most popular and fashionable online cultural consumption in the online world. They are also more willing to share their online cultural consumption experience and product evaluation with the people around them. With the help of current mainstream social platforms such as WeChat, QQ, Taobao, etc., they can easily share product reviews and experience with others. This allows consumer psychology such as online cultural consumption information, user experience, and commodity value choices to be freely spread among different consumer subjects. Through the transmission and sharing of online cultural consumption information, the process of online cultural consumption by college students has become a commodity. Reality and illusion coexist in the consumption of online culture. Under the muddy network environment, the consumption outlook and values of college students are easily eroded by decadent ideas. Their consumption outlook, privacy and security outlook, and values are not yet sound. The negative information of online cultural consumption will cultivate a healthy world outlook for college students. Outlook on life and values pose a huge challenge. In most consumption situations, college students are also more willing to do it in the virtual online world, which provides more hidden features for college students' consumption behavior.

5. CONCLUSION

Every key technological breakthrough in human history and the shaping of every new technological framework

usually lead to the transformation of human life style and even the basic social structure, thereby opening up new living spaces and forming new life experiences. The Internet is just such a key technology with breakthrough significance. Cultural consumption based on the Internet is not simply a change in the field of cultural consumption and the change of means in the past, but will produce profound changes based on new ways of social organization, and it is a new way of creation and survival for contemporary people. All netizens are the main body of the production and dissemination of online cultural content, and the production and consumption logic of this kind of online culture is guided by the online democracy. As a way for college students to represent their own existence in the new era, online cultural consumption is an important component of contemporary college students' consumption. Due to the essential changes in the relationship between people and technology, it has led to fundamental changes in the production and consumption mechanism of network culture. After clarifying the inner logic of college students' online cultural consumption, guiding it at key nodes and paying attention to the law of activity is the direction of the next step of this research.

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On The Exception Principle of Letter Of Credit Fraud And Its Exclusion

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Abstract: Letter of credit is regarded as the greatest commercial creation by British businessmen and one of the most important payment methods and financing means in international trade. However, the defects and complexity of the operation mechanism in practice of letters of credit leave loopholes for dishonest businessmen to commit transaction fraud, which seriously affects the normal order of international trade and the development of victim companies. Starting from the identification standards and causes of letter of credit fraud, this paper analyzes the application and exclusion of the exception principle of letter of credit fraud, and proposes measures and suggestions to prevent letter of credit fraud.

Keywords: Letter Of Credit Fraud; Exception Principle Of Letter Of Credit Fraud; Preventive Measure

1.OVERVIEW OF LETTER OF CREDIT AND L/C FRAUD

1.1 Concept and Application of L/C

A letter of credit ("L/C") is a written document issued by a bank to the beneficiary at the request of the applicant to ensure that the bank will bear the payment liability under the condition of meeting the requirements of the L/C. By the means of L/C payment, the issuing bank provides payment guarantee for the seller with its own credit, which addresses to a great extent the trust issue between the buyer and the seller who are not familiar with each other; At the same time, L/C makes it easy for the financing of both importers and exporters, which is conducive to their capital turnover, and then promotes the increase of trade volume. ^{[[1]]}

1.2Identification and Causes of L/C Fraud

1.2.1 Identification of L/C Fraud

As for the identification of L/C fraud, there is no worldwide uniform standard so far, and there are few laws that have interpreted L/C fraud in various countries. Most countries, including China, mostly use the method of incomplete enumeration to regulate the situation of L/C fraud. It is generally recognized that L/C fraud refers to the fact that in case there is no goods at all or the goods cannot be delivered due to quality problems, the beneficiary of a L/C, alone or in collusion with others, intentionally forges documents or conceals the truth, tricking other parties into continuing to dispose of property or give up a certain legal right based on the wrong fact with wrong understanding, so as to obtain illegitimate benefits.

In the process of judging L/C fraud, the issue of degree should be strictly concerned. According to the mainstream view, a L/C fraud should judge when it is substantial, where the negative impact of such a "substantial fraud"

needs to be observed through the whole transaction, which should be enough to damage the essential role played by documents in the L/C transaction and affect the realization of the fundamental purpose of signing the contract by both parties to the basic sales contract. If only individual clauses of the contract are violated, what the applicant for issuing the L/C should do is to claim to investigate the other party's liability for breach of contract.

1.2.2 Causes of L/C Fraud

There are many causes for L/C fraud, including defects of the L/C mechanism, arbitrariness and easy-to-forgery of the documents, lack of anti-fraud vigilance of relevant employees, and weakness in the protection against L/C fraud, which all leave loopholes more or less for dishonest businessmen to commit L/C fraud. To this end, the establishment of "abstract independence principle" in L/C is the most fundamental and key.

In the provision of the "abstract independence principle", the bank has the power and obligation to examine the documents. If the documents submitted by the beneficiary can show the superficial consistency with the L/C and other documents, the issuing bank and the confirming bank will assume the responsibility of unconditional acceptance or payment. After the payment, the court will not support the plead raised on the grounds that the basic transaction between the seller and the buyer is defective. In other words, the bank only has the obligation to conduct formal examination of the documents, while exempted of the obligation on the essence of the documents and the actual performance of the sales contract. Such a provision gives fraudsters a chance and poses greater risks to the buyer. The buyer cannot refuse the bank's payment request and can only exercise recourse against the other party based on the basic contract even discovering the fraud. As a matter of fact, due to time and geographical constraints, it is often very difficult to claim compensation from fraudsters who have disappeared without a trace.

2.EXCLUSION OF EXCEPTION PRINCIPLE OF LETTER OF CREDIT

2.1Content and Application of Exception Principle of L/C Fraud

The exception principle of L/C fraud can be traced back to the legal precedent of the Supreme Court of the State of New York in 1941, which was later confirmed by the Uniform Commercial Code of the United States. Since then, countries including Australia, Canada, France, Britain, Singapore, etc., have also recognized and applied this principle in practice. The main content of the exception principle of L/C fraud is: before the bank pays or accepts the documents submitted by the seller, the interested party can request the bank to issue a stop-

payment order to avoid economic losses when finding or obtaining conclusive evidence to prove that there is fraud. In terms of the applicable conditions of the exception principle of L/C fraud, different countries have applied different regulations. The mainstream view in China is that the application of the exception principle of L/C fraud should meet the following requirements:

2.1.1 The applicant submits an application to the people's court with jurisdiction; 2.1.2 The applicant can provide sufficient supporting materials to prove the existence of L/C fraud;

2.1.3 If no stop-payment measures are taken, the legitimate rights and interests of the applicant will be seriously damaged;

2.1.4 The applicant shall provide guarantee of equivalent value at the same time; 2.1.5 The affiliated bank has not made any bona fide payment or acceptance. It can be seen that the application of the "exception principle of fraud" in the L/C business is a powerful supplement to the "abstract independence principle", which jointly safeguard the efficient and safe operation mechanism of the L/C system and help realize the reasonable distribution of the interests of the parties.

2.2 Exclusion of Exception Principle of L/C Fraud

Although the exception principle of L/C has been generally recognized and used, it is necessary to restrict and exclude the use of the principle in some cases in order to safeguard the interests of bona fide third parties. The list of exclusions in China's current laws and regulations mainly includes: (1) the designator and authorizer of the issuing bank have made payment with good intention according to the instructions of the issuing bank; (2) The issuing bank or its designator or authorizer has accepted the bill subject to the L/C with good intention; (3) The confirming bank has fulfilled its payment obligation with good intention; (4) The negotiating bank has made negotiating payment with good intention. It can be seen that bona fide third parties can be applied to the principle only if they meet the special conditions that they have paid corresponding consideration based on wrong understanding.

3. PREVENTION OF LETTER OF CREDIT FRAUD

3.1 Preventive Measures for Buyers and Seller

3.1.1 Carefully Selecting Trading Partner

"Pure Documentation" is one of the most important characteristics of L/C business. A trading partner with reliable credit can avoid unknown risks to the greatest extent since buyers and sellers cannot trade face to face. Before the conclusion of the sales contract, the buyer and the seller shall contact and understand each other through formal channels, such as trade associations, business associations or professional consulting agencies in the country where the other party is located, to conduct investigations. After a comprehensive investigation of the other party's capital flow, operation status and business

reputation, a detailed file shall be established and archived. At the same time, insurance by a reliable insurance company is needed when trading, which is conducive to enhancing the ability of both parties to resist risks.

3.1.2 Strictly Reviewing Terms and Conditions of L/C

L/C fraud is a special way of fraud when using L/C to make payment, which requires buyers and sellers to be as rigorous and detailed as possible when concluding contract terms related to L/C payment and document delivery. The importer shall put forward detailed requirements for the issuance and submission of invoices, bills of lading, insurance policies and quality inspection certificates in the contract. On the one hand, it can help control the quality of goods, and on the other hand, it can prevent the exporter from submitting documents that do not conform to the contract. After receiving the L/C from the receiving bank, the exporter shall conduct a comprehensive check strictly against the sales contract to prevent fraud of the L/C. At the same time, the exporter shall carefully fill in and make documents to ensure that the documents comply with credit terms, documents are consistent with each other, so as to reduce the possibility of the other party refusing to pay.

3.2 Preventive Measures for Bank

3.2.1 Enhancing Business Training of Relevant Employees

Many bank employees and practitioners in international trade activities lack vigilance against L/C fraud, and their update of professional knowledge sometimes cannot keep up with the revision of trade rules and the emergence of new frauds. Banks should implement business training to improve the legal awareness and professional quality of relevant employees, which can enhance their ability to identify L/C fraud, at the same time can prevent internal personnel from colluding with criminals.

3.2.2 Strictly Reviewing Customer's Credit Standing

The bank should strengthen the investigation of customers' credit standing; On the one hand, it shall examine in detail the information of customers' previous L/C transaction; On the other hand, it shall use its widely distributed branches and flexible and convenient information channels to master the business condition and credit standing changes of the companies, so as to screen and determine high-quality customers. In addition, it shall choose to establish long-term business contact with banks with good credit standing, build stable and flexible information communication channels between banks, to enhance mutual trust, and reduce the occurrence of L/C fraud.

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Research on the Approach and Strategy of Improving the Quality of Foreign Language Education in Higher Vocational Colleges

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Abstract: With the acceleration of economic globalization and the continuous integration of China and the world, foreign language has gradually become an indispensable language tool for communication at home and abroad, so the communicative competence of foreign language has been paid more and more attention by the society. Foreign language education in higher vocational colleges can improve students' communicative competence, which is of great significance to the development of students' comprehensive quality. Therefore, improving the quality of foreign language education has become an important content that can not be ignored in the development of higher vocational colleges. At present, the problems of insufficient understanding, imperfect system and low overall quality of teachers in English teaching in higher vocational colleges have seriously affected the improvement of the quality of foreign language education. In order to solve these problems, we can start from strengthening the understanding of foreign language education, strengthening the construction of teachers' team and establishing and perfecting the teaching system. **Keywords:** Higher Vocational Foreign Language Education; Current Situation Of Education; Approach And Strategy; Quality Improvement

1. INTRODUCTION

With the deepening of China's internationalization, foreign language has become an important language tool for Chinese enterprises to communicate with foreign countries. Therefore, foreign language communicative competence is more and more valued by the society and has become an important direction for the development of colleges and universities. [1] Higher vocational education is employment oriented, and its teaching goal is to cultivate professional and technical talents needed by the society. It should strengthen foreign language education and cultivate excellent talents who are proficient in foreign language communication according to the current social demand for foreign language talents. In addition, foreign language ability is also of great significance to higher vocational students. Proficiency in foreign language communication ability will become an important competitive advantage for higher vocational students to enter the society, which can help them better improve their professional ability. Therefore, higher vocational schools should strive to improve the quality of foreign language education and cultivate excellent foreign language talents for the society.

2. THE CURRENT SITUATION OF FOREIGN

LANGUAGE EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 LACKING UNDERSTANDING OF FOREIGN LANGUAGE EDUCATION

Foreign language is the main language tool of foreign exchange in China, which is of great significance to the international development of China. The leaders and students of higher vocational colleges have not realized their important value correctly, and ignored the development of foreign language education. First, the teaching goal of higher vocational colleges is to train professional and technical talents for the society. Therefore, it is the main direction of the development of vocational colleges to train students to master professional technology. However, the leaders of colleges and universities do not fully realize the important value of foreign language education, but regard it as an auxiliary subject, not vigorously develop foreign language education, and do not invest enough manpower and financial material resources to foreign language education. Therefore its old infrastructure can not guarantee the needs of teaching and affecting the improvement of teaching quality. [2] Secondly, the lack of understanding of foreign language education is also an important factor that leads to the low learning ability of vocational college students. The level of professional ability determines the level of work ability after entering the society, and the work ability determines the income. Therefore, the higher vocational students devote a lot of time and energy to professional learning, and have no time to consider foreign language learning. In addition, the foreign language learning is relatively weak, and it is difficult to learn foreign language well. Therefore, it is difficult for them to keep up with the progress of teachers' lectures. Over time, their interest in foreign language learning is becoming lower and lower.

2.2 SIMPLE AND BACKWARD TEACHING MODE

In terms of teaching content, the teaching material of foreign language in vocational colleges is mainly based on theoretical knowledge, neglecting the improvement of students' listening, speaking, reading and writing ability, which is not conducive to the application of foreign languages. The higher vocational colleges still lack teaching materials suitable for students' actual situation. The overall foreign language foundation of students in higher vocational colleges is weak, while most of the foreign language textbooks are used in other colleges and universities. The difficulty of the content of the textbooks is not in line with the current overall level of higher

vocational colleges, which is not conducive to the improvement of students' learning ability. In this teaching mode, higher vocational colleges still adopt a single teaching method; teachers occupy the main position in the classroom, carrying on the instilling teaching to the students. This teaching mode ignores the classroom interaction between teachers and students, reduces the students' sense of participation in the classroom, and makes the students distracted easily in the classroom. At the same time, teachers are lax in the management of the classroom, giving rise to absenteeism, sleep, overuse of mobile phone and other disciplinary behaviors. [3] In classroom teaching, teachers mainly use "speaking" and "practice" as the auxiliary, spend a lot of classroom time teaching theoretical knowledge, rarely let students practice themselves, and fail to fully mobilize the initiative and enthusiasm of students, which is not conducive to the cultivation of students' foreign language ability.

2.3 LOW OVERALL QUALITY OF THE TEACHERS

At present, the overall quality of teachers in vocational colleges is low, which directly affects the students' foreign language ability and is not conducive to the cultivation of foreign language talents. First, there is no comprehensive foreign language teacher in vocational colleges. At present, the foreign language teachers in vocational colleges are mainly composed of three types of teachers, namely, the aged teachers who have been promoted to the secondary school, the young teachers who have just graduated, and the foreign language teachers with graduate and above. Although the aged teachers who have been promoted from secondary school have rich teaching experience, they are older and adopt traditional teaching mode, which is difficult to adapt to the new teaching concept and teaching mode. The young teachers who have just graduated have advanced teaching ideas and flexible thinking, but their teaching experience is insufficient. Although the foreign language teachers with high education background have solid theoretical knowledge, they have few practical experience. [4] Secondly, the teacher assessment system of higher vocational colleges is not perfect. The lack of assessment content and single assessment method are not conducive to the comprehensive and accurate evaluation of teachers, which makes it difficult for teachers to improve the teaching quality according to the results of the assessment. In addition, the vocational colleges have not established the channels for teachers to advanced studies and the teachers' professional knowledge and teaching ability are not effectively improved.

3. THE APPROACH AND STRATEGY OF IMPROVING THE QUALITY OF FOREIGN LANGUAGE EDUCATION IN HIGHER VOCATIONAL COLLEGES

3.1 STRENGTHENING THE UNDERSTANDING OF FOREIGN LANGUAGE EDUCATION

To improve the quality of foreign language education, we should first improve the understanding of foreign language education in vocational colleges and reverse the teaching atmosphere of emphasizing specialty and neglecting on foreign language. First, to improve the

importance of foreign language education to the leaders of higher vocational colleges and universities, and make them understand the importance of foreign language to the development of students' comprehensive quality, we will strengthen the support for human, material and financial resources in foreign language education, improve the relevant infrastructure of English teaching, and establish multifunctional language studios, professional multimedia teachers and simultaneous interpretation rooms to meet the needs of students in English learning. Secondly, students should fully realize the importance of foreign language for their own development, improve their awareness of learning foreign languages, strengthen their internal motivation for foreign language learning, so as to improve their foreign language learning ability.

3.2 STRENGTHENING THE CONSTRUCTION OF TEACHERS' TEAM

Strengthening the construction of teachers can provide a strong guarantee for the development of foreign language education in higher vocational colleges. First, we should strengthen the training of teachers' specialty, establish a systematic and perfect training system, and carry out personalized training content according to the actual situation of teachers. For example, we should strengthen the training of the aged teachers with rich experience in the new teaching concept so that they can accept and understand the new teaching ideas and master the new teaching mode. For the inexperienced novice teachers, we can strengthen the training of their practical teaching ability, and let them master teaching skills in the continuous teaching practice. To establish a strict training and assessment system, teachers must pass the assessment and complete 1-2 training in a year before they can enter the teaching post. Secondly, higher vocational colleges should improve the salary of teachers, attract a group of excellent teachers to teach, and expand the teachers' team. [5] In addition, higher vocational colleges should also formulate a perfect teacher assessment system, set up reasonable assessment indicators, enrich the form of assessment, and expand the assessment content. At the same time, the assessment results should be listed as the main content of the teacher evaluation title, so as to stimulate the enthusiasm of teachers' work and improve their teaching ability.

3.3 ENRICHING TEACHING MODE

Constantly enriching and innovating teaching mode can improve teaching efficiency and promote the development of foreign language education in higher vocational colleges. First, in terms of teaching content, vocational colleges should strengthen the cultivation of students' listening, speaking, reading and writing skills, and raise them to the same level as foreign language theoretical knowledge. [6] At the same time, higher vocational colleges should increase their investment in foreign language education, organize teachers to compile textbooks suitable for the current teaching practice, make the content of foreign language teaching adapt to the current students' level, improve the students' self-confidence in foreign language learning. Secondly, in terms of teaching mode reform, teachers should constantly

innovate teaching methods, build a new model of cooperative learning between teachers and students, improve the of classroom learning, increase the communication between students and inspire students to participate in classroom teaching. On one hand, students can improve their cooperative and communicative skills while learning foreign language; on the other hand, they can change the original inactive classroom learning atmosphere, so as to improve their foreign language learning ability. [7] In addition, teachers can also conduct diversified extracurricular activities to create a good environment where students can improve their language output and practical application ability.

4. CONCLUSION

To sum up, higher vocational colleges should correctly understand the importance of foreign language education, vigorously develop foreign language education in higher vocational colleges and raise the students' foreign language level. Therefore, higher vocational colleges need to break through the current educational dilemma and reform foreign language education, so as to better promote the development of their foreign language education.

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Ukrainian Glass Art Before and After the Fall of The Soviet Union-- Cultural and Artistic Phenomenon Around the Focus of The Times

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Abstract: Before and after the dissolution of the Soviet Union, the national attributes of Ukraine have changed, combing the development process of the glass art from the 19th century to the early 21st century in chronological order. According to the account of glass art by Ukrainian historians and artists, this article analyzes and discusses the cultural and economic characteristics of glass art from the main art groups, art works and art exhibitions before and after the collapse of the Soviet Union.

Keywords: Ussr; Ukraine; Glass Art; Art Ecology; Circulation

1."LITTLE RUSSIAN" GLASS ART BEFORE THE FALL OF THE SOVIET UNION

BASIC SITUATION: ART GROUP, ART WORKS, ART EXHIBITION, ART AND CULTURE STATUS

Ukrainian glass workshops first appeared in the 15th century and free blowing glass peaked in the 17th – 18th centuries, concentrated in Volsin, Chernihiv and Kiev. The decorative techniques of colorful and colorless glassware are colorful, and a batch of glassware collected in the animal shape of the National Museum of Folk Decoration Art of Ukraine are among them outstanding.

In the late 19th century, glass was used to produce more expensive items like chandeliers, mirrors, and frames, no longer just bottles and jars. Cutting and carving technology is popular, and mechanized large factories replace most hand-blown glass workshops. Until the mid-20th century, around 1945, traditional hand-blowing glass-making technology was revived in Lviv.

After the war, Most of the glass works destroyed in the war, supported by the state, were rebuilt, Nationalization of large glass plants, In the context of post-war reconstruction and of the competition with the American Cold War, The state sets laboratories in large glass factories in large cities, Encourage glass artists to create freely, Professional glass artists at the time were more employed in glass factories or laboratories, They can create freely in the laboratory, Those freelance glass artists from various countries and locally can receive state funding and enter the laboratory for artistic creation by applying for additional assessment, In an environment without economic and living pressure and that encourages free creation, The creation of glass art is enthusiastic. In such a context, The Soviet glass art of the 40-50th century showed great creativity, The Leningrad Glass Plant, represented by the state-owned glass industry, Vera Mukhina's "Kremlin" cutlery series by the artist for the Presidium of the Supreme Soviet Union, Perfect combine

the beauty of form with rich colors; Imperial style "Medal" series designed by artist Lipskaya, Using the Russian military medals during World War II as the main pattern, There are also grenade-shaped cups named "Partisans to the Great Patriotic War" that are sought after by ordinary people; Artists at the National Laboratory: Boris Smithoff (1903-87), Edward Mikhailovich Kramer (190074), Nikola Geodorovich Esmont (190665), Yekaterina Vasilievna Yanovskaya (1913-93), A variety of items designed by Afanas 'yevich Muntyan (b 1921), glass bottles, vases and small glasses by Yuri Afanas' yevich Muntyan (b 1921) and Yakaterina Alexieva Batanova (1925-81) were widely praised; Traditional folk glass is also revived, Glass products producing pictographic objects such as Smirnov "parrot" and "owl" glass bottles. In the 1950 s – 60 s, glass simulation of natural stones or gems such as malachite and marble became popular, and layered coloring, cutting, etching techniques followed. At the same time, high-quality glass products such as crystal glass produce 70% of the total Russian production. Asymmetrical cutlery created by artists Semyonovich Murakhver (b 1931), Lyudmila Mikhaylovna Myagkova (b 1929), Vladimir Philadofen (b 1933) and Yevgraf Sergayevich Shuvalov (b 1912) were produced in large-scale because of its geometric decoration particularly suitable for mechanized reproduction. Artists who advocated "pragmatism" advocated monochrome glass, and the decoration of glass products was mostly used in the then-considered new technology of sandblasting and ultrasonic technology, such as the vodka bottle "My City" designed by the artist Mirona Vladimirovna Grabary.

The glass sculpture "Vladimir's Horse" by Artists at the Gus Glass Factory Vladimir Sergeevich Muratov; traditional folk artists continue to use folk patterns and traditional glass blowing techniques such as Albert Grigo 'Jerich (b 1928), Vladimir Zohoff (b 1933) and Anato Feodorovic Feydorkov (b 1934).

In the 1970 s, artists became fascinated by space and light, trying to convey their reconstruction of space and their understanding of light through the natural properties and special materials of glass, such as Liubov Savileva (b 1940), the artist Walker (1977).

In the 1980s was the stagnation of glass art with glass artists focused on glass tones, most glass art developing to softer shades of smoke, pink, opal, lilac, etc.

Status, contribution, and influence in the indigenous Centrcentralization under the Soviet regime in the 1940 s – 50 s called for unity and artistic creation in line with

socialist ideas, advocating practicality and honesty, and opposed excessive decoration (pragmatism).

Then the official artistic theme at this time was formed on the basis of the socialist realistic needs. All cultural and artistic activities must conform to the will of the Party, and the government should control them from the political level. All the cultural and artistic activities have become the socialist propaganda tools, all the visual creation is given the "image of The Times", and the irrational "great style" is formed. The artistic core of this period was "festive, optimistic".

The Soviet political strategy changed from the initial "coordination" to "strict control", and Ukrainian culture and art suffered great losses, and artists, architects and art critics moved to the border city-Lviv.

In the 1960 s-1970 s, "modernism" became one of the main artistic trends, advocating personal artistic expression, the pursuit of formal beauty, major changes took place in the aesthetic consciousness, and artistic integration doctrine, expressionism and constructivism coexist. Known as the "neDecoralism" period.

In the 1960 s, it was known as the "thaw period". Under the strict control of the previous period, the main artistic language had been established, and the liberation of artistic creation under the premise of unified concept made the great rejuvenation of socialist values and artistic views. At the same time, another art phenomenon was called "underground art" and developed roughly in chronological order: Dissent Movement (Dissident Movement) -- neoconservative Art -- Other Art (outside the great style) - - Underground Art. The creation and discovery of underground art was mainly in Lviv and later radiated to Kiev.

The 1970 s-1980 s was the stagnation period of glass art and even the entire art scope, strengthened the official standards, strictly controlled the creation process and norms, strictly reviewed the ideology, and tried to isolate it from the communication and integration of the Western art world. On the other hand, Lviv has become the international center of exchange of art deco. Young artists have large numbers of talents, who yearn for free creation and have a deeper understanding of decorative art and a clear understanding of neo-decism. At the same time, the outflow of talents is serious.

Lviv of the 50 s-80 s presented extremely different states. In Lvov, there are a group of old artists always active in the art stage, they receive pre-war education, and struggle in the European art (education) environment, they are not affected by politics and policy, adhere to their own artistic creation, because of the profound European background and the superiority of creation, their art is sought by capital in Europe. These old artists offer free workshops to teach their creative experience and their own artistic ideas, not only forming a unique artistic language, but also cultivating the backbone of Ukraine's future art world. They cherish the unique personality of each student in the workshop, encouraged students to create freely, and provided channels to sell art. The art needs at that time were mostly bankers and professional managers in the American Metropolis. They are called "quiet opposition"

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and "silent opponents", and the art here is called "underground art". Underground college later also opened free workshops in Kiev, formed the art center, after the main members were criticized as "bourgeois" "nationalism" and well-known artists suicide, the alternative culture caused the temporary free environment overturned, in the context of more serious social and political situation, most artists chose to leave, leave Kiev, leave Lviv, leave Ukraine.

Ukraine's art field has almost entirely stagnated, with only a small minority of folk artists, folk workshops and educational institutions in Lviv remaining together for warmth.

International status, contributions, and impact of The power of the Soviet Union alarmed the Western world and aroused extreme curiosity.

In the early 20th century, Ukraine appeared avant-garde art, almost and the United States, avant-garde trend by the 30 s-50 s government led "realism", "pragmatism", "honesty" destroyed, and regarded as hostile art from art history, avant-garde art to underground, therefore avant-garde art development trend is stronger, by young artists, after a large number of artists tired of mass machinery production, underground art once popular, formed a short confrontation with the official art. Underground art has always emphasized freedom of creation, protecting traditional crafts and advocated national traditions. It meets the needs of the western art market and meets the curiosity psychology of collectors. At the same time, Lviv's hand-blowing glass technique has been inherited for a long time, never broken. While its profound history and culture makes it satisfy the western curiosity psychology, the quality is also impeccable. Due to historical reasons and geographical factors, Lviv glass art is like the integration point of western and eastern culture, the collision of capitalism and socialist values, the agitation of tradition and avant-garde art, the contradictions of politics, culture and history in the integration of glass melting and quenching, to create one after another amazing works of art.

2.BASIC SITUATION OF UKRAINIAN GLASS ART AFTER THE DISINTEGRATION OF THE SOVIET UNION

BASIC SITUATION OF 1, : ART GROUP, ART WORKS, ART EXHIBITION, ART AND CULTURE STATUS

The development of Ukrainian art in the 1990 s was quite different from the past, and the transition from closed society to open society, from socialist system to capitalist system, from one-party dictatorship to multi-party governance, from simple social relations became more complex. The most pressing task facing this period was to build national confidence, how to establish the self-identity of Ukrainian national culture and art within the country under the torrent of world art development. National rejuvenation movement began: rethink various kinds of cultural and artistic phenomena, thorough reform of centralized art creation, fundamentally correct artistic values, political and artificially deleted history and culture and art, return to the art phenomenon itself, establish the independent space of culture and art, to ensure the

freedom of artistic creation.

The decade of artistic activity is mainly characterized by extraordinary breadth and kaleidoscopic forms. The art ecological environment has gradually changed to a normal virtuous cycle, and is creatively integrated into the process of world modernization. The distinctive galleries have formed the art market, the concept of art is becoming increasingly popular, and a huge number of art projects were born, such as installation exhibitions, art performances, visual exhibitions and so on. Among them, the hand blowing blowing skills once went to the street to show the magic glass blowing skills for the ordinary people. This performance full of flame greatly stimulated the senses of the audience, and the micro glass ornaments made on the scene were sought after.

Under the dynamic changes of social and artistic environment, culture and art in Ukraine plays a positive role in the national level, artists play their imagination, strive to find new art forms and their own art language, avant-garde and trend is unstoppable, show the world the Ukrainian Renaissance and great creativity can not be reckoned with. This is inseparable from the time characteristics of the 1990 s.

The 1990 s Lviv artists, the Lviv school and Lviv art schools stood out and became a mainstay of Ukrainian art. The artistic ecology of Lviv has been formed. The leading figures of the Lviv school were B.Buryak, S.Gai, A.Lysyk, M.Demtsyu, V.Moskalyuk, R.Romanyshyn, S.Savchenko, V.Fedoruk, L.Bear. The Art Deco (including glass) is represented by all teachers from the National Academy of Art in Lviv, Ukraine (the former Lviv Academy of Practical Arts and Crafts of the Soviet Union), supplemented by the factories under its jurisdiction and the students trained as the main force. The factory under the jurisdiction of Lviv National Academy of Art is the famous Lviv ceramic sculpture factory of the former Soviet era, later renamed Lviv Glass Factory. Boris Smirnov of the famous former Soviet glass artist, went with colleagues to the experimental workshop of Leningrad and Moscow, and mastered traditional skills in the oldest blowing glass shrine in Eastern Europe.

Lviv Ceramic Sculpture Factory is now Lviv Glass Factory, the former Soviet Lviv Institute of Practical Arts and Crafts is now the Ukrainian Lviv National Academy of Art. The two complement each other from the birth of birth, factory workers went to school, school students go to the factory, glass artists from around the world to laboratory and communicate with the teachers and students.

In the late 1990 s, Kiev established the "Ukrainian Art Academy" as the Ukrainian administrative center, which used to shape the capital into the country's cultural and artistic center. It provides a strong political protection and support for the further development, expansion, rejuvenation, continuation and preservation of the Ukrainian cultural, artistic, spiritual and ethnic traditions. The Ukrainian Academy of Arts brings together outstanding contemporary artists, composers, architects, and art critics in the east, west and the world. The multi-regional Dean of the Arts Academy is also working here

part-time, For example, Andrei A.Bokotey, Dean of the National Academy of Art, Lviv, In addition, the Many prominent artists joined them, T.Golimbievskaya, M.Guida, V.Gurin, A.Haydamak, V.Gontarov, O.Gubarev, O.Ivakhnenko, P.Makov, O.Mishchenko, O.Lopukhov, V.Ryzhikh, V.Nikita), V.Sidorenko, M.Storozhenko, V.Barinova, G.V.Vasetsky, V.Fedko, V.Pryadka, V.Shostya, G.Yakutovych, Sculptor V.Bo Roday, A.Kushch, V.Chepelyk.

The most important event after the establishment of the college was that the college participated in the International Biennale held in Venice with a huge number of individual works and achieved outstanding achievements. Shows at the 5th Biennale, the Denver Museum of Contemporary Art, and hosts numerous solo artist tours and joint exhibitions among artists. Another important art event was participating in the large international Contemporary Art Deco exhibition in Paris. At the same time, the art group represented by Lviv also actively participates in many art activities, exhibitions, seminars and international exhibitions, showing the great creative potential of artists from all fields of Ukraine.

Academician of the National Academy of Arts of Ukraine, President of the Lviv National Academy of Arts, the president of the Ukrainian Artists Federation, the former Soviet artists, Ukrainian hand blowing glass art leader, "Ukraine's most respected artist" and Ukraine's highest honor "Shevchenko" award winner Andrei Boko to build Ukraine's first glass art museum in Ukraine. Preparation began in 1992 when the Civil War stalled until its operation in 2006, opening the exhibition in 2013. The Glass Museum was originally established to demonstrate the results of the International Blowing Glass Symposium held in Lviv. The International Symposium on Blowing Glass in Lviv began in 1989 every three years, known as the Olympic Olympics, with more than 150 glass art from 32 countries, and countless art critics and admirers of glass art, including famous art collectors and institutions. Lviv National Academy of the Arts acted as an academic exchange base in the meeting, subordinate Lviv Glass Factory is a creative place of creation, glass artists from around the world, the factory worker is the best assistant, the school teachers and students have dual identity, both educators and learners, or artists to participate in the creation of artists around the world. In the factory, all have dual identities as both educators and learners, and art creators and viewers, which switch freely at any time.

The Lviv Glass Museum today has a collection of over 350 works of art produced at the seminar, covering 32 countries around the world. Another collection of the museum is about the historical glass collection, mostly from the Lviv Historical Museum, including glass made or used in Ukraine.

Status, contribution, and influence in the indigenous

With the independence of the country and the popularization of art, the people have a clear understanding and understanding of the essential differences and characteristics of folk art and professional art.

From the late 1990 s to the 21st century, Lviv carried the

banner of artistic creation in Ukraine, especially the glass art, which rose strongly with a leading trend. School-oriented, and the factory, based on the international seminar of innovation and the integration of the world, to attract artists and related practitioners, admirers around the world, to build a virtuous circle of art ecology, from the nature of art progress to the development of art economy, and the reserve of art education, art and culture ecological cycle formation.

The Ukrainian glass art ecology consists of four groups: education group, creative group, promotion group and collection group.

Ukrainian art and culture ecological cycle composition: Based in art universities-- auxiliary factory -- form industry-university-research system -- led by leaders to establish industry status -- establish international seminar -- with schools and factories feed back -- to attract the human resources of the world -- feed back the school factory.

Composition of cultural operation system: actively sort out the historical development context -- promotes groups to produce -- Clear group division of labor -- affects the aesthetic tendency -- refining cultural significance.

International status, contributions, and impact of

The decorative arts of Ukraine throughout the twentieth century actively showed its own profound aesthetic ideas to the world. With artistic vivid narration of the process of history, culture and political changes, the world has the opportunity to feel the contradictions and tears of Ukraine experienced and understand the tenacity of the Ukrainian nation. Artists participated in the formation of the new world outlook in Ukraine in the form of groups, refined the aesthetic value of high latitude, helped the people more directly agree with the national tradition, and promote the artistic integration of the nation, the country, the country and the world.

Ukrainian art deco in the 1990 s is the epitome of Ukrainian national culture, and the pan-European art and the glass studio movement in the United States, the influence of the aesthetic genre in the world art process, when the Ukrainian aesthetic values were the leading level in the world. Artists look for new ways of expression, innovative forms, and blend with the environment, and their practicality gradually disappears, producing space art. The traditional material "glass" has become the favorite shaping means used in new art forms.

In the 21st century, the overall economic decline was serious, the political situation continued to the chaos in the later stage, and the art world formed a polarized development, and the whole development process is like the reincarnation of the post-war stage. Western Glass Art is optimistic about the development prospects of China, and seeks diversified cooperation with China from education to exhibition. Eastern Glass almost stalled dragged by the Civil War.

3.CONCLUSION

The history of Ukrainian art development in the 20th century can not exist as an independent country in the European and American perspective, but is part of Russia, and art is recorded as the totalitarian regime, a simplified

treatment of a single perspective and does not tell the scope of art vision of this complex period. Take glass art as an example, the rise of underground college and Lviv hand blowing glass, just coincides with the time node of the American glass studio movement, the ecological group, economic cycle, cultural and artistic system operation and art movement are strikingly similar. The biggest difference is the difference in size, and the number of groups and economy in the United States is far larger than Ukraine, which is like an epitome of the American Glass Studio movement. The same artistic ecology was born under the completely different social systems, which has complex reasons and need to be comprehensively discussed from the economic structure, cultural logic and underlying strategies under the different systems.

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Intellectual Property Protection in China Under the Background Of “The Belt and Road Initiative”

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Abstract: "One belt, one road" development strategy has not only promoted the development of our economy, but also promoted more enterprises in China to enter the overseas market. In this case, how to better solve the problem of intellectual property protection is of great significance. Based on "The Belt and Road Initiative", the author puts forward the corresponding path of improvement.

Keywords: The Belt And Road Initiative; Intellectual Property Right; Overseas Market; Countries Along The Line

1. INTRODUCTION

In September 2013, general secretary proposed the Silk Road Economic Belt and put forward the proposal to build the maritime Silk Road in 21 Century. [1] After "The Belt and Road Initiative", the other regions in China have been actively and correspondingly, and have made suggestions for the strategic development of "The Belt and Road Initiative" in the process of carrying out relevant work. "The Belt and Road Initiative" has been promoted and supported by more and more Chinese enterprises, products and technologies. At present, although "The Belt and Road Initiative" and many other strategies have been put forward, it has been concentrated in culture and economy. There are few suggestions and strategies in the field of intellectual property protection. And in the process of Chinese enterprises going to the world, there are a series of risks in product design, technical methods and trademark protection. Therefore, how to one of the "one belt, one road" needs to be taken into consideration in the rational application and protection of intellectual property rights.

2. THE CURRENT SITUATION OF INTELLECTUAL PROPERTY PROTECTION IN CHINA

At present, under the background of "one belt, one road", China's intellectual property rights protection needs to face various changes at home and abroad, mainly in the following aspects.

2.1 Changes In China's Industrial Structure

In recent years, China's industrial structure has gradually improved, and the upgrading of industrial structure has also made some achievements. Specifically, first, the proportion of primary industry in GDP tends to be stable; Second, the proportion of the secondary industry in the GDP is declining, but the overall fluctuation is small and tends to be stable; Third, the proportion of the tertiary industry in the GDP is increasing. From the actual data

point of view, China's industrial structure has reached an ideal state in the traditional sense. After the global financial crisis broke out in 2008, China's manufacturing industry has been greatly impacted, which makes China firm in the determination to achieve the upgrading and transformation of industrial structure. After more than ten years of development, the ability of China's economy to resist risks has been improved. Now there are two main problems: first, the introduction of various technologies and knowledge in our country needs to bring about property rights disputes with the original property rights owners of technologies and knowledge; Second, China's independent innovation faces how to realize "going out" and get better protection. [2]

2.2 China's Internal Market Is More Complex

In 2018, *Dying to Survive* was released, which aroused a warm response from the masses. This film is based on real events. This film reflects that there are very complex problems in the protection of intellectual property rights in the pharmaceutical industry in China. Specifically, it is the contradiction between patients' desire for life and their difficulty in bearing high medical expenses, as well as the requirement of drug property rights to impose legal sanctions on infringing enterprises. Among them, the drug owner itself has invested a lot of manpower and financial resources in the process of researching new drugs. After the new drugs are produced, in order to recover the cost, it can only increase the price of new drugs, and the patients themselves can not afford such high costs. This kind of contradiction is the main problem faced by China in the protection of intellectual property rights. [3] On the whole, the people of our country put forward higher requirements for life after the improvement of material living standards. However, the uneven development between the east and the west of our country and the growing economic gap between them lead to the restriction of people's life. This is also one of the prominent problems in the protection of intellectual property rights in China, that is, the government wants to rapidly develop the economically backward areas, so that the regional economy can meet people's living needs, but the products developed by enterprises themselves are extremely vulnerable to infringement, and many enterprises directly obtain profits through such infringement, which eventually leads to the slow development of regional economy.

In addition, the right to formulate and dominate the mainstream rules of the international intellectual property system is in the hands of developed countries. Developing

and underdeveloped countries will inevitably face the loss of interests and unfair treatment if they want to adapt to these provisions. For example, pharmaceutical companies in developed countries have unlimited access to and use the traditional medical knowledge of other countries, and based on this knowledge, they can manufacture drugs and obtain patent protection, so as to seek huge profits. However, countries and ethnic groups with knowledge of traditional medicine have not received any compensation or reward. Based on the modern international intellectual property law system, the ethnic groups of traditional knowledge have no right to claim it. This is extremely unfair to developing countries and needs to be changed urgently.

2.3 Economic Frictions Are Increasing In The Development Of The World Economy

In recent years, in order to maintain its dominant position in the world and protect its own trade interests, the United States has launched a trade war against China in flagrant violation of WTO regulations, which has a huge impact on the free trade order. In the investigation launched by the United States, it is obviously a wrong understanding that China's laws and policies on the protection of intellectual property rights are unreasonable and do harm to the United States. Since the reform and opening up, China has paid more and more attention to the protection of intellectual property rights, but there are still some gaps between China and developed countries. Therefore, if we want to promote economic development, we must pay attention to the protection of intellectual property rights. Meanwhile, in the one hand "One Belt, One Road" background, China should protect its own intellectual property rights in the process of trade with the countries along the line, so as to provide new impetus and guarantee for our future economic development.

3. THE NECESSITY OF INTELLECTUAL PROPERTY PROTECTION IN CHINA

3.1 Intellectual Property Protection Can Enhance The Confidence Of Chinese Enterprises In Going Out

After the "One Belt, One Road" initiative was proposed, China has signed 195 intergovernmental cooperation agreements with more than 136 countries and 30 international organizations from 2013 to 2019. The volume of trade in goods with countries along the belt and road exceeds 6 trillion US dollars, and the amount of direct investment in countries along the belt and road is about 90 billion US dollars; all kinds of enterprises in China have actively carried out business in the countries along the line, established a number of international cooperation parks, and improved tax revenue and employment channels for the countries where they are located. All these remarkable achievements one witness the efforts made one by one in "One Belt, One Road", and has established firm confidence for more enterprises in China to go out. With the development of economic globalization, the status of intellectual property in economic development is getting higher and higher, and more people pay attention to it. Therefore, for any country or enterprise, they are competing for intellectual property resources. Under the background of "One Belt, One Road",

the Chinese enterprises and other enterprises have more intense competition. Intellectual property protection can provide certain guarantee for Chinese enterprises to go out. Therefore, China needs to strengthen the protection of intellectual property rights, which can give innovation subject certain monopoly interests, so as to promote more enterprises to actively carry out innovation. In this way, intellectual property protection can help enterprises transform intellectual achievements into the driving force of economic development. [4]

3.2 The Protection Of Intellectual Property Rights Is Helpful To Enhance The Awareness Of Brand Rights Protection Of Chinese Enterprises

In the past international competition, Chinese enterprises have been suffering from the phenomenon of intellectual property infringement. This phenomenon not only reduces the enthusiasm of Chinese enterprises in technological innovation, but also weakens the enthusiasm of Chinese enterprises in protecting their own intellectual property rights. At present, China is not a patent power or a brand power. Therefore, if we want to achieve patent power or brand power, we should strengthen the protection of independent intellectual property rights, not only pay attention to the number of intellectual property rights" "One belt, One road", Chinese enterprises should protect their rights in intellectual property infringement while promoting their own brand. In the process of competition between China and developed countries, all kinds of intellectual property rights infringement have limited the brand publicity of enterprises. Therefore, our enterprises need to enhance their awareness of brand rights protection and prepare for the right protection. It can be seen from this that intellectual property protection is the basis for Chinese enterprises to protect their brand rights.

3.3 Intellectual Property Protection Can Provide Chinese Solutions

"One Belt, One Road" is not only limited to the interaction between China and the countries along the line, but also provides more opportunities for the competition between Chinese enterprises and other developed countries. Specifically, in the process of economic globalization, intellectual property protection is in the international trade system formulated by the world trade organization, so the intellectual property system presents a new development trend, that is, high-level and efficient intellectual property protection. [5] For developing countries, this kind of intellectual property protection exceeds the level of developing countries in many aspects, but developing countries can only be forced to adapt to this kind of intellectual property protection, which leads to developing countries have to make their own plans according to the rules of intellectual property protection. Under the background, the development of intellectual property rights in China and the countries along the line is not balanced. This is both a challenge and an opportunity. China needs "One Belt, One Road" strategy to develop its own plan so as to ensure the smooth implementation of the development strategy.

4. THE PROBLEMS OF INTELLECTUAL PROPERTY PROTECTION IN THE "ONE BELT, ONE ROAD"

STRATEGY

In recent years, China attaches great importance to the protection of intellectual property rights, and through the introduction of relevant policies and regulations, intellectual property protection has made some progress, but there are still a series of problems, mainly reflected in the following aspects.

4.1 Weak Awareness Of Intellectual Property Protection

"One Belt, One Road" has led to stronger "going out" enthusiasm for Chinese enterprises. But before going out, we need to establish correct concept of intellectual property protection and formulate reasonable rights protection measures. From the actual situation, the proportion of Chinese enterprises applying for patent protection and the proportion of using legal means to protect their own rights and interests are low. Due to the influence of traditional culture, the idea of cooperation between Chinese enterprises and foreign countries is harmony, which leads to many enterprises are not willing to protect their rights and interests through legal means when their rights and interests are damaged. "One Belt, One Road" is not correct. [6] If we do not realize the importance of intellectual property to our own development, we will inevitably face more and more infringement situations in the process of development. Generally speaking, the enterprises are facing more infringement cases. The reasons are: first, they lack the awareness of the protection of property rights in Chinese enterprises. Some enterprises have unique technology or brand, but they are not interested in applying for intellectual property protection. Second, enterprises do not have the awareness to protect their own rights and interests through legal means. In the international intellectual property protection, there are complicated procedures and long protection cycle. Many enterprises prefer more than less. Three, the legal system of different countries is different, and the way and procedure of protecting intellectual property rights are complex and cumbersome. At the same time, the economic, cultural and political environments of the countries along the line are different. Especially in some countries with unstable political environment in Southeast Asia and the Middle East, the business environment is not ideal, and the national policies are turbulent. It is difficult for Chinese enterprises to do anything in the unstable environment.

4.2 There Are Limitations In The Ability Of Intellectual Property Management

In China, enterprises of different scales have different intellectual property management capabilities. Under normal circumstances, large and medium-sized enterprises have rich experience in technology, human resources and scale management, so they have better management ability for intellectual property. [7] However, small and micro enterprises are on the contrary. Because of their small scale and low technology level, they are weak in intellectual property management. Therefore, some competitors, and large and medium-sized enterprises can quickly formulate corresponding solutions in the face of infringement because of their better intellectual property management capabilities, so as to

solve the problem of infringement. However, small and micro businesses themselves are one of the "one belt, one road" countries. Their own shortcomings in the protection and management capabilities of intellectual property rights are slow to deal with the infringement, and the way to deal with disputes is single.

4.3 The Innovation Ability Of Chinese Enterprises Is Insufficient

At present, there are great differences in scientific and technological innovation among Chinese enterprises. Generally speaking, large and medium-sized enterprises have higher scientific and technological innovation ability, while small and micro enterprises have insufficient scientific and technological innovation ability. For these small and micro businesses, only "One Belt, One Road" can enhance their competitiveness. From the global point of view, although China ranks 17th in the innovation index, among the top 1, 000 innovative enterprises in the world, only 175 enterprises in China are shortlisted, and most of them are in the bottom. Even the large enterprises in China in recent years, such as Tencent, Alibaba and so on, rank more than dozens. In addition, the quality of technological innovation of Chinese enterprises is not high. In terms of the number of patent applications in China, in 2018, China accepted 1.54 million invention patent applications, ranking first in the world, accounting for 46.4% of the global total. However, 432, 000 invention patents were authorized. Compared with previous years, although the innovation ability of Chinese enterprises has been improved to a certain extent, and the number of patent applications and authorizations have been improved, the overall innovation level of authorized patents is not high, which can not compete with large foreign enterprises. It is precisely because of the lack of innovation ability of Chinese enterprises that many enterprises adopt technologies that have entered the public domain, or purchase advanced patented technologies at a high price, or even use unauthorized technologies in infringement. This makes enterprises face more intellectual property infringement problems when they "go out".

4.4 Overseas Strategic Layout Is Relatively Weak

In the environment of economic globalization, Chinese enterprises have a strong willingness and enthusiasm to expand overseas markets, but there are problems of lack of economy and experience in the overseas distribution of intellectual property rights. Especially for small and micro enterprises, in the face of the intellectual property layout of other countries, especially the developed countries, they do not have enough coping capacity. At the same time, they also lack the support of the government and the experience of building an export platform. In the "One Belt, One Road" environment, Chinese enterprises have been learning from overseas countries for the layout of intellectual property, but compared with these countries, the gap is relatively large. There are two main reasons for this problem: first, Chinese enterprises do not have a deep understanding of the importance of intellectual property rights, and most of them lack experience in operating overseas markets and using international intellectual property rights; Second, the laws and regulations

concerning intellectual property rights are not perfect, either from the patent right, trademark right, copyright, or international private law to solve conflicts of law, or procedural litigation, arbitration and evidence collection, judgment execution and so on. Each country has its own independent regulations. However, many enterprises in China have not worked out relevant solutions to these problems.

5.THE PATH TO ENHANCE THE INTELLECTUAL PROPERTY PROTECTION IN "ONE BELT, ONE ROAD"

5.1 Establishing An Integrated System Of Intellectual Property Rights

We need to develop an intellectual property right system in addition to the "One Belt, One Road". In order to better support the development of Chinese enterprises in overseas markets and achieve the integration of international intellectual property regulations, [8] it is also a good way to build up the system. The countries along the route should be combined with the idea of "One Belt, One Road" to win the cooperation. Our government can actively advocate negotiation and signing of international treaties or conventions with governments of countries along the line, so as to form a relatively stable, safe and unified legal environment for intellectual property rights. Secondly, China needs "One Belt, One Road", and the other countries to develop different intellectual property protection schemes in order to protect them. Finally, "One Belt, One Road", is to build a reasonable intellectual property protection system based on the full study of TRIPS agreement.

5.2 Enterprises Should Pay More Attention To Intellectual Property Rights And Protect Their Rights, Enhance Independent Innovation And Carry Out Patent Layout

Today is the information age; intellectual property has become the basic system to guarantee and encourage the development of scientific and technological innovation. The development of enterprises should be based on scientific and technological innovation, with the authorization and utilization of intellectual property rights as the profit growth focus, and with the protection of intellectual property rights as the backing. If enterprises attach importance to technological innovation, they must attach importance to intellectual property rights. If enterprises want to protect their own core interests, they must protect intellectual property rights. Enhancing independent innovation is not only an important support for China to realize the construction of an innovative country, but also a guarantee for narrowing the gap between China and developed countries. In innovation, patent technology occupies a very important position. Therefore, if we want to gain a firm foothold in the international market, we need to rationally distribute the patented technology. Specifically as follows: the first is the patent analysis, mining patent information behind the potential information. [8] Secondly, in the patent layout, we should combine industry, region and overseas to form a close relationship. Finally, the countries and enterprises should be built to strengthen its own intellectual property rights construction, and to help the countries along the belt

to build intellectual property rights, so as to achieve common progress and enhance their own innovation capability. Chinese enterprises can carry out technology research and development and innovation in combination with the actual market demand and cultural environment characteristics of the countries along the line, and can also sell China's excellent cultural products to the countries along the line. This not only improves the level of technological innovation of enterprises, but also strengthens the cultural exchange and communication between countries.

5.3 To Strengthen The Construction Of Intellectual Property Information Platform

Intellectual property information platform plays an irreplaceable role in improving the protection of intellectual property in China. At present, compared with developed countries, China's intellectual property information platform is still in the primary stage of development, relatively backward. Therefore, in order to successfully enter the international market and gain a firm foothold, China's internal enterprises also need to make full use of the role of intellectual property information exchange platform to realize real-time communication of intellectual property information, in addition to relying on their own product output. [9] China can gradually establish its own intellectual property trading information platform with the help of Internet technology and other advanced technologies. First, "One Belt, One Road" should be accelerated in the process of building the platform for intellectual property information. Secondly, China should organize all kinds of technical teams and expert teams to set up intellectual property groups in order to deal with all kinds of possible intellectual property crisis, so as to enhance China's ability to deal with intellectual property risks.

5.4 The Government Helps Enterprises Innovate And Protect Their Rights

Due to the prominent regional characteristics of intellectual property, the problem of rush registration of trademarks of domestic enterprises in foreign countries is becoming more and more serious. If one belt, one road or another, we need to protect the trademarks and other patents that our enterprises use in the "One Belt, One Road" countries, and strengthen the protection of intellectual property rights, and reduce the possibility of infringement. Secondly, "One Belt, One Road" should be encouraged to apply for intellectual property rights in China. In the process of applying for overseas intellectual property rights, domestic enterprises will give enterprises preferential treatment or establish corresponding funds to help enterprises, so as to help domestic enterprises to achieve "going out" smoothly. Finally, the Chinese government strengthens international cooperation with countries along the line in the field of intellectual property justice and litigation. When infringement cases occur, we should provide diversified ways and means of dispute resolution. More and more stable international cooperation should be achieved in the litigation jurisdiction of cases, the collection of evidence, the litigation status of the parties, the recognition and

enforcement of judgments and other litigation procedures. When the intellectual property law conflicts, we should find more and more reasonable ways to apply the law.

5.5 To Revise The Rules Of Intellectual Property Based On The Actual Situation

In recent years, the level of intellectual property protection in China has been significantly improved, but China is still a developing country, so we need to develop intellectual property protection strategies based on the actual situation of our country. [10] First of all, we should formulate laws and regulations related to the protection of property rights: first, we should fully consider the basic national conditions of our country, not blindly pursue fast and high, blindly copy the experience of developed countries; Second, we should not blindly pursue various indicators. We should proceed from reality and fully integrate the development reality of the industry when formulating relevant standards. In particular, we need to integrate the industry reality in the introduction of foreign advanced technology. Secondly, in the face of infringement, there should be a corresponding system to help enterprises protect their own rights and interests through judicial procedures. Finally, it is necessary to formulate the prevention mechanism of intellectual property rights, so that Chinese enterprises can have some support when they enter the overseas market.

6.CONCLUSION

Intellectual property is not only an important support for Chinese enterprises to achieve development in international competition, but also the core competitiveness for Chinese enterprises to achieve development. However, intellectual property protection in China started late, and there is still a certain gap between China and developed countries. Meanwhile, the countries along the way have started late in terms of trade cooperation, and the cooperation system is not perfect because of the influence of various factors. But "One Belt, One Road" has been the core of our policy. We have always adhered to the principle of cooperation and win-win and gradually established a mutually beneficial cooperation system based on the strategy.

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A Brief Study on Facsimile of Painting and Calligraphy in The Tang Palace

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Abstract: There are few paintings of the Tang Dynasty that have been handed down to this day. On the other hand, we can understand the reason why there are few paintings of Tang Dynasty from the function and attitude of the rulers of that Dynasty. This paper mainly analyzes the "Facsimile" events of calligraphy and painting organized by the Tang Palace, which reflects the function and attitude of the rulers towards calligraphy and painting works.

Keywords: Tang Palace; Copy; Function; Attitude

1. FACSIMILE AND THE PRESERVATION OF CALLIGRAPHY AND PAINTING OF THE TANG PALACE

According to Zhang Yanyuan's *Notes on Famous Paintings of Past Dynasties*, it can be seen that there were departments and institutions specialized in facsimile of paintings in the Tang Dynasty, namely, Palace Treasury, Hanlin Academy and imperial palace depository for confidential files. During the period of Empress Wu Zetian, there was a large-scale and collective facsimile activity in Palace Treasury, which called together painters from all over the world to give full play to their respective strengths and mold the pictures stored in Palace Treasury. Large scale facsimile activities are of great value to the preservation of painting and calligraphy materials before the popularization of photocopying technology.

Since the Qin and Han Dynasties, the collection of calligraphy and painting has been valued by all dynasties, but unfortunately, the wars, fires, floods and other reasons in the past dynasties made these collections lose a lot. For example, Emperor Wu of the Han Dynasty set up the imperial palace depository to store books, Emperor Ming of the Han Dynasty liked paintings, and set up a specialized agency of paintings, and founded Hongdu School to collect the world's wonderful art. But in the chaos of Dong Zhuo, the Han Dynasty moved to the west, and Dong Zhuo's soldiers took the pictures and silk that the Han Dynasty could not take away as curtains or handbags, which caused much loss. When the Han moved to the west, he took more than 70 cartloads of carriage of silk with pictures. In the middle of the journey, when it was raining, the roads were difficult to walk, and half of them were abandoned. During the Wei and Jin Dynasties, the Hu enemy's entry into Luoyang also destroyed a large number of works. During the reign of the Emperor Yuan of the Liang Dynasty, all the paintings and calligraphy were shipped into Jiangling and captured by Yu Jin, the general of the Western Wei Dynasty. Emperor Yuan surrendered, and 240,000 volumes of his famous paintings, calligraphy and classics were burned. Emperor

Yang of the Sui Dynasty was lucky to be in Yangzhou in the East. His magic books and treasure tracks followed the boat. The boat sank in the middle of the journey, and most of the collection was abandoned. In the fifth year of Tang Wude, the treasure collected by Dou Jiande and Wang Shichong was carried into the capital by boat. When they arrived at the mainstay, they drifted into the river and only one or two tenths of them remained. [1]

Perhaps it was fortunate that these precious paintings were preserved in the great calamities of the past dynasties that this large-scale copying activity of calligraphy and painting in Palace Treasury was held in Empress Wu's period. Its purpose was to preserve those precious paintings that were handed down after a thousand difficulties and lucky luck. If there were any more hardships in the future, at least many works could be handed down, so that the only one would not be destroyed and the world would not be saved. Judging from the existing works, it is true that many works have been handed down to the present day by means of Facsimile.

2. ZHANG YIZHI AND PALACE TREASURY'S "FACSIMILE PAINTING" INCIDENT

Is the purpose of this large-scale copying activity in Empress Wu Zetian Dynasty really just to preserve rare books? Please look at Zhang Yanyuan's record again.

"(pictures of Palace Treasury) most of the true paintings belong to Yizhi. After Yizhi died, it was obtained by Xue Shaobao. After Xue died, it was obtained by Prince Fan of Qi (the younger brother of Xuanzong, whose posthumous title was Crown Prince Huiwen). At the beginning of the king, he didn't state, but later he was afraid. At that time, all the pictures collected by Xue Shaobao, the Prince Fan of Qi, and Wang Fangqing, and King Shiquan all belonged to heaven."

From this, we can see that the motive of this large-scale facsimile activity may not be from Wu Zetian, but "Zhang Yizhi called the world's painters". After the completion of the Facsimile system, the authenticity of these authentic works was mostly changed. From this, we can boldly speculate that this is a conspiracy by Zhang Yizhi to defraud the original pictures in the internal library. Zhang Yizhi ordered that the copied works be "still in shape, exactly the same". Even the mounting was consistent with the original paintings. It can be seen that Zhang Yizhi had planned to replace the original works in the internal library. Zhang Yizhi's success in obtaining a large number of authentic works is related to his beloved status. Zhang Yizhi and his younger brother Zhang Changzong were trusted and valued by Empress Wu. In the later period of Empress Wu, the two brothers took over the power of the imperial court *New History of the Tang Dynasty*, "

Empress Wu was old, the brothers of Yizhi ruled the country. King Chongrun and Princess Yongtai had a discussion of them. They all offended and hanged to death." Li Chongrun, the King, and Princess Yongtai only talked about Zhang Yizhi's brother behind his back, but they were finally hanged by him, which shows the power of him at that time.

3. THE ATTITUDE OF TANG DYNASTY RULERS TOWARDS CALLIGRAPHY AND PAINTING WORKS
The attitude towards the pictures hidden in the library after Wu was also the key to decide whether Zhang Yizhi could replace his works successfully. The attitude towards the paintings and calligraphy collected by the court after the military can be seen from the facsimile of the *Universal Paste of the Ages* (which is Wansui Tongtiantie, also known as the Tang Dynasty facsimile a *Book Han* of Wang Xizhi). According to Dou Qian's *Ode to Calligraphy*, Fangqing offered 11 volumes of the calligraphy of Wang family of the Jin Dynasty. After Wu Zetian ordered people to facsimile it, he returned the 11 volumes of the calligraphy of Wang family of the Jin Dynasty by Fangqing to him (the true *Calligraphy* was compiled as the collection of Wang's treasure), leaving only the facsimile of the imitated book in the palace. It was a good story at that time. It can be seen that Wu Zetian's attitude toward the works of "true works" of the ancestors may not be very concerned or a political means to get her officials' heart in. In the case of Zhang Yizhi being favored after Wu, even if Wu Zetian is aware of Zhang Yizhi's matter, he will not be able to make a clear investigation. It may be the attitude of Wu Zetian.

The emperor of the Tang Dynasty did not care much about the calligraphy and painting collected by the court. During the period of Xuanzong, the paintings of the masters were hidden in the painting academy by monk Faming. When Xuanzong wanted to ask for the portraits a few years later, his paintings were not found. All of them relied on Kang Ziyuan to draw a facsimile of the painting and present it to Xuanzong. Xuanzong ordered the book to be sent to the painting academy for collection. After that, Kang Ziyuan did not know what means to use, but he returned the facsimile again. After Ziyuan died, his son sold the facsimile. Through this loose painting academy management system, it should be that Xuanzong did not care much about the palace paintings.

We can infer his attitude towards the palace collection from the following points.

First, the true version was lost and facsimile. Xuanzong didn't seem to be punished, so Xuanzong didn't care much. Secondly, after Xuanzong ordered the facsimile to be sent to the painting academy for collection, Kang Ziyuan dared to take it out of the painting academy and take it into his own house again. His son sold the facsimile after his death. Perhaps it was because people at that time understood that Xuanzong did not care about the attitude towards Palace collection.

In 818AD, Gao Pinggong, Zhang's father, went up to more

than 50 famous Paintings and Calligraphys to Empress Xianzong, The Xianzong called for an official reply to Zhang's attitude towards calligraphy and painting. He only paid homage to the *Painting of Xuanzong Horse Archery*. Although all the other works were treasures of ancient and modern times, the purpose of painting appreciation was to observe the sages and to look into the sages and to study and save the precepts. Not curiosity. The attitude of the Tang Dynasty monarchs towards the calligraphy and painting of historic sites shows that there are many aspects in the respect of the discipline, the cultivation of subjects and the reward of the king and officials to maintain their rule.

However, the works of " facsimile " and " facsimile " are less important. Even the facsimile of the *Preface of Lanting*, which was praised by the Emperor Taizong, was not paid much attention to in the period of dragon. During the Shenlong period (705-707), Princess Tai Ping'an played in the *Preface of Lanting*, and the borrowed facsimile was not "true" but " facsimile " made by the royal palace. Unfortunately, the borrowed facsimile was also lost. It can be seen that the imperial family, such as the palace or Princess Anne, did not care much about the gains and losses of " facsimile ".

After Zhang Yizhi was punished for his plot against chaos, he was obtained by Xueji. After Xue Ji died, he was hidden by Li Longfan, king of Qi. Li Longfan did not report the pictures he had collected and Xue stored in the picture to the court at first. Later, he was afraid of the imperial court's punishment, and he burned the "true book" that Zhang Yizhi had brought in.

4. CONCLUSION

The reason why the " facsimile " is drawn in the above paragraphs may be more complicated than the above conjecture. However, from one side, it can be seen that the attitude of Tang Palace rulers towards painting and calligraphy works was mainly as a tool and means to maintain their rule, and they did not pay much attention to the painting and calligraphy works themselves. It is also this loose management attitude that makes " facsimile " of painting and calligraphy relatively easy to happen, and " facsimile " plays a positive role in the preservation of painting and calligraphy to a certain extent. For example, the facsimile of *Wansui Tongtiantie* left by Empress Wu has been handed down to the present day and is now stored in Liaoning Provincial Museum. However, We don't know whether any works have been handed down to this day of the " facsimile " of Zhang Yizhi called painters in the Tang Dynasty's internal library. because there is no list of paintings. *The Preface of Lanting* was highly praised by Emperor Taizong of the Tang Dynasty, and many facsimiles of it were handed down to the world.

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How To Promote The Construction Of Green Financial System Through Multi-Party Linkage

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Abstract: With the increasing demand of human society for various resources, the pollution and damage caused by human activities to the natural environment are becoming more and more serious. People around the world pay more and more attention to the green development of economy, so the concept of green development has become a global common understanding. China also adds green development content to the five basic development concepts of "innovation, coordination, green, opening and sharing". The construction of green financial system is the basis for realizing this goal. This paper, explores the specific strategies of building green financial system by multi-party linkage, starting from the current situation of green financial system in China.

Keywords: Green Finance; Sustainable Development; Financial System; Development Path

1. INTRODUCTION

In 2016, the People's Bank of China issued relevant documents on the construction of green finance system, which clearly pointed out that green finance refers to financial services and means through some project investment and operation, risk management and control, aiming at achieving resource conservation and efficient utilization, further improving the natural environment and better coping with various climate changes. Finally, the sustainable development of social economy and financial industry will be realized. In the last decade, the construction of green financial system has risen from a spontaneous behavior of the banking industry to a basic development strategy promoted by the state. Despite the joint efforts of many departments, China's green financial system has been initially formed, but there are still many objective problems in its operation. Facing these problems, enterprises need to pay more attention to green environmental protection in the production process under the guidance of banks and other departments, consumers need to enhance their awareness of green consumption, and the financial industry should avoid too much speculation. [1]

2. THE DEVELOPMENT STATUS OF GREEN FINANCIAL SYSTEM IN CHINA

In the guidance document on the construction of green finance system, China proposes that the ultimate goal of developing green finance in line with the needs of social development is to effectively improve the environment, make full use of various resources and reduce the waste of resources. However, compared with other countries, China's green finance is still in its infancy, and its development is still immature. As a whole, it shows the overall development characteristics of government led

and slow progress. The development of China's green financial system has made some achievements in carbon finance, green credit and green insurance, but there are still many problems to be solved.

2.1 Carbon Finance

Carbon finance is an investment and financing activity advocating low-carbon economy. It is committed to using financial capital to promote environmental improvement, limit greenhouse gas emissions, and ultimately achieve the goal of sustainable development. Carbon finance is an important part of green finance system. In recent years, with the joint efforts of the government and various financial institutions, China's carbon finance has achieved initial development and showed a strong development trend. A number of carbon finance exchanges and carbon finance pilot institutions have been established nationwide, involving a variety of projects such as bio power generation, fuel replacement, new energy, methane recovery, etc. However, its market scope is still relatively small, and the related derivatives are obviously insufficient, which requires the joint efforts of practitioners to continuously promote the development of China's carbon financial market.

2.2 Green Credit

Since 2007, China's relevant departments have issued relevant documents to strictly restrict high energy consumption and high pollution enterprises from seeking credit support, and constantly guide and help green and clean enterprises to fulfill their social responsibilities, guide financial institutions to develop green business, and constantly improve the development environment of green financial market, which has initially formed a green economic development system. Many financial institutions have developed and designed green financial products related to clean energy, green travel, energy conservation and emission reduction. But on the other hand, the relevant policies of green credit are not perfect, the market operation system is not perfect, there are still many undeveloped areas in the market, so the scale of green credit projects are generally small. [2]

2.3 Green Insurance

By gradually introducing environmental awareness and green concept into the insurance industry, China's green insurance industry has also been effectively developed, mainly dealing with some enterprises with environmental pollution or incidents that damage the public's ecological rights and interests. Through the claims settlement of green insurance business, some environmental damage problems can be quickly solved. It can also effectively protect the legitimate rights and interests of enterprises and the public. However, the related products of green

insurance in China are mainly for some state-owned enterprises, and the types and scale of insurance financial products are relatively small.

2.4 Bank

People's understanding of green finance generally stays at the level of banks, because banks, as the most important financial intermediaries, play an important role in the development of green finance, and it also helps to promote multi-party linkage. However, China's green financial market does not play the leverage role of banks, which further reflects that China's green financial market is still in the initial stage of development, and the complete green financial system has not really formed. [3]

3. HOW TO BUILD A GREEN FINANCIAL SYSTEM THROUGH MULTI-PARTY LINKAGE

3.1 To Enhance Top Level Design At The National Level

Through the investigation on the development of green financial market in many western developed countries, we can see that the measures generally adopted by these countries to promote the construction and development of green financial system are to first improve the rules of green financial market, and then gradually cultivate and develop their own green market. In contrast, the development process of China's green market mainly relies on a series of compulsory measures issued by the government regulatory departments, or macro-control of the formation and development of the green financial system through the formulation of discount or tax policies. Therefore, government departments should be based on China's national conditions and formulate corresponding solutions, aiming at the current green financial market green financial system is not mature, and green financial transaction cost is generally high. For example, we should carry out the system construction of green finance at the national level, introduce more preferential policies on tax and credit guarantee, especially the construction of the rule of law, improve the relevant laws of green finance, better regulate and restrict the behavior of market participants, and protect their legitimate rights and interests. At the same time, the relevant government departments should strictly regulate the relevant standards of green finance, improve the requirements for environmental protection, formulate feasible environmental assessment standards and statistical standards, and point out the direction for the construction of China's green finance system. [4]

3.2 To Play The Role Of Green Trading Market Regulation

For the current green financial system in China, how to build a unified green financial trading market and effectively play its regulatory role is an urgent problem to be solved. At present, carbon trading market is the most important green trading market in China. China has established several carbon trading centers in seven provinces and cities, including Beijing, Shanghai and Shenzhen. Carbon options and carbon futures and other financial products are also attracting more and more attention of the public. Therefore, financial trading centers should strengthen mutual exchange and cooperation, further build a unified information resource sharing

platform, so that multi-party market participants can obtain the required green financial market information at the first time. The information sharing mechanism of this platform also helps to alleviate the internal and external conflicts caused by the information failure, effectively alleviate and reduce potential green financial risks. In addition, to play the role of green financial market regulation, we should constantly improve the operation mechanism and system norms of carbon trading market, so that all business operations of the market can keep pace with the times. [5] For example, we should provide a unified information disclosure mechanism, formulate a more fair and reasonable market access mechanism and market exit mechanism, and establish a more efficient investor trading mechanism. Market participants should further carry out more green financing and green investment through green financial market, so as to enhance the overall liquidity of the market, reduce the probability of default risk in green finance and prevent the spread of risk.

3.3 To Cultivate More Green Financial Institutions

To build a green financial system with Chinese characteristics, on the one hand, we should encourage the existing financial institutions in the market to actively participate in the activities of green financial market by introducing corresponding preferential policies. For example, commercial banks can be encouraged to launch preferential policies for green credit business and increase support for environmental protection industry, and encourage insurance companies to develop more green insurance products to enhance the awareness and ability of relevant enterprises to resist environmental risks. Finally, commercial banks, insurance companies and other financial intermediaries "green". On the other hand, we should vigorously cultivate and develop new financial intermediaries, such as establishing green rating agencies, green business notaries, green business settlement institutions, etc., through which information circulation in green markets can be better promoted and green resources evaluated, so as to effectively control the financial risks that may exist in the green financial system. [6]

4. CONCLUSION

Therefore, in order to further promote the formation and development of China's green financial system, we must give full play to the advantages of multi-party linkage to eliminate the disadvantages in the development process. In general, China's green financial system has a huge development space and potential. As long as we strengthen the cooperation and exchange among market participants, we can form a joint force of development, create a green capital chain and build the overall framework of green financial system in China.

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Analysis Of the Role of Social Practice in Postgraduate Education

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Abstract: This article analyzes the significance of graduate students' participation in social practice, expounds the role of social practice in postgraduate education, and puts forward suggestions for enhancing the awareness of the importance of social practice for postgraduate in universities and innovating the forms of postgraduate social practice, hoping to provide a reference for further improving the effect of social practice in graduate education.

Keywords: Social Practice; Postgraduate Education; Talent Training

1. INTRODUCTION

Postgraduate education emphasizes social practice and promotes the integration of theory and practice, which will help current postgraduates to develop better in the future, give full play to the role of social practice in postgraduate education, strengthen their own practical capabilities, and effectively improve social adaptability. In the process of contact with the society, postgraduate students will gradually form good professional qualities and values, and effectively serve the social development and the country. How to further improve the social practice in graduate education is a problem that all educators need to consider at present.

2. THE SIGNIFICANCE OF GRADUATE STUDENTS' PARTICIPATION IN SOCIAL PRACTICE

Through the investigation and analysis of the enrollment of postgraduates in China, the number of students enrolled each year is on the rise. The current postgraduate students group is gradually developing towards specialization and complexity. To a certain extent, it is not only a severe challenge that tests the educational work of major universities for graduate students, but also directly affects the development of my country's higher education. As an important part of higher education in China, graduate education shoulders the responsibility of cultivating and selecting outstanding talents. Education attaches importance to and strengthens the social practice of graduate students, which is conducive to innovating postgraduate training model. By further improving and optimizing the relevant content of postgraduate practical education, integrating social practice into the postgraduate training plan, urging postgraduates to better understand the needs of social development in social practice, establish correct life values. On this basis, they can continuously strengthen their own practical ability and effectively serve national and social development. The social practice of postgraduates has important practical significance for the development of China's high-level education and the formation of the high-level talent

training system [1].

3. THE ROLE OF SOCIAL PRACTICE IN GRADUATE EDUCATION

The role of social practice in graduate education is mainly reflected in the following aspects:

First of all, cultivate good professional ethics for graduate students and promote the improvement of practical ability. Social practice activities are formed on the basis of the talent training goals of colleges and universities. Its main purpose is to enable postgraduates to participate in social practice and receive education that is different from school. At the same time, to achieve the educational effect of cultivating good professional ethics and promoting practical ability of postgraduates, so as to further improve the postgraduate education system and lay a solid foundation for cultivating high-quality, high-level professional talents. Do a good job in the social practice of postgraduates, so that the current postgraduates can truly understand the society and national conditions. In addition to cultivating good professional ethics and promoting the practical ability of postgraduates, it can also play an important role in enhancing postgraduates' sense of social responsibility and deepening ideological and political works, thereby actively promote the development of higher education in China.

Secondly, break the limitations of postgraduate education and face social development. Social practice is a necessary way to promote the integration of knowledge theory and social reality in the process of postgraduate education, which is conducive to strengthening the innovation ability of postgraduates and improving their quality level. Postgraduates participating in social practice must go out of college, integrate into society, and learn to use their own theoretical knowledge to solve practical problems, and to achieve the purpose of effectively training students' practical skills. To a certain extent, it also promotes the transformation of knowledge theory from abstraction to a knowledge system with social value. The development of social practice of graduate students, on the one hand, strengthens the interconnection between society and universities, gives graduate students who participates in social practice a dual identities, both as a student and as a social citizen. As social person, they must bear corresponding responsibilities and obligations, and enhance their sense of social responsibility of graduate students; on the other hand, to realize the participation of society in postgraduate education and make full use of social resources, which can effectively alleviate the contradictions caused by the expansion of graduate enrollment at this stage, but also break the barriers of postgraduate education through social practice, so as to

meet the diversified needs of the society for high-level talents [2].

Thirdly, encourage graduate students to strengthen their understanding of themselves and strengthen their social adaptability. The lack of the ability of students to undertake the responsibilities assigned by society or enterprises alone is the main problem in the traditional graduate education process. The reason for the problem is that in the education process, graduate students have not yet formed a sense of thinking and ways of self-cognition. Normally, Graduate students usually judge and evaluate their own strengths and weaknesses based on the current employment situation or the status quo of the social needs of their own majors, and often appear too blindly optimistic or extremely pessimistic. By participating in social practice and personally contacting society, postgraduates transform knowledge theory into social experience, which helps postgraduates to recognize themselves and society more objectively, and to enhance personal cooperation ability, also enhance their moral quality and social awareness. In the process of continuous practice, they gradually form a good professional ethics and professionalism, and truly become the successor to the cause of socialist construction. As far as employers are concerned, social practice activities are a platform for employers and graduate students to fully contact. Based on the social practice performance of graduate students, employers can select talents fairly and efficiently, and play a role in evaluating the true ability and professional ethics of graduate students. .

4. EFFECTIVE SUGGESTIONS FOR IMPROVING SOCIAL PRACTICE IN POSTGRADUATE EDUCATION

4.1 Colleges and universities should enhance the awareness of the importance of postgraduate social practice

Under the new situation, social practice plays a certain role in promoting the development of graduate education. As some universities do not pay much attention to the social practice of postgraduates, there is a serious disconnection between the training of postgraduates and the development of society, which also affects the cultivation of postgraduates' practical ability and independent innovation ability. Postgraduates cannot quickly integrate into the society and adapt to their positions when they are employed, and their professional ethics and sense of social responsibility are also seriously lacking. Therefore, colleges and universities should face up to the role of social practice in postgraduate education, enhance the awareness of the importance of postgraduate social practice, establish an open postgraduate education and high-level talent training system based on social practice, and promote the current graduate students' innovation ability, comprehensive literacy and employment competitiveness to be substantially improved, and fully meet the needs of social and economic development. First of all, we should improve and perfect the social practice mechanism of postgraduates in colleges and universities, fully integrate social practice with postgraduate education and training, grasp the key points

of postgraduate social practice implementation, and provide assistance for postgraduates to participate in social practice. Secondly, according to the specific situation of graduate students' participation in social practice at this stage, analyze the problems encountered in the process of social practice, help graduate students to solve the practical problems encountered in social practice, make full use of social resources, and adjust the structure of postgraduate education in colleges and universities closely in accordance with social needs, which can not only avoid the blindness of talent training, but also encourage society to participate in the cultivation of talents in colleges and universities, promote the quality of high-level talent training, and realize the healthy development of graduate education.

4.2 Innovate the social practice form of graduate students

Enhancing the comprehensive quality of postgraduates is one of the core purposes of social practice. Participating in social practice plays an important role in improving postgraduates' level of personal comprehensive quality. At the same time, it also contributes to the formation and development of graduate students' service consciousness, sense of teamwork, and ability of organization and coordination, and establish correct life values and professional ethics on this basis[3]. In order to achieve this core purpose and give play to the role of social practice in graduate education, it is necessary to innovate the forms of social practice for graduate students, expand new thinking, and strengthen the connection between social practice activities and enterprises, township grassroots and social organizations, and gradually improve the social practice in postgraduate education in the form of mutual promotion. We should break the limitations of traditional social practice education, increase the development of social practice activities in training, consulting, and support education, and encourage graduate students to participate in social practice activities, such as enterprise production and learning, voluntary services, and public welfare activities and scientific and technological competitions, etc., flexibly use of a variety of social work forms to enrich the content of postgraduate social practice, which is conducive to enhancing postgraduates' sense of social responsibility, also to fostering postgraduates' sense of mission for socialist construction. In addition, in order to further enhance the effect of social practice in graduate education, as far as colleges and universities are concerned, by expanding the social practice platform, establishing a systematic and efficient joint training base for graduate students, so that graduate students can serve the social development while the society can also provide services for postgraduate research, and open up a new path for the cultivation of high-level talents in colleges and universities.

4.3 Tutors correctly guide graduate students to participate in social practice

As the direct person in charge of graduate education, tutors have the most contact time with graduate students in daily life and learning, the professional tutors of this major know their graduate students best. Tutors improve the correct guidance and effective guidance for graduate

students to participate in social practice, which helps graduate students to better recognize and understand themselves in social practice. At this stage, some college tutors in China pay less and less attention to graduate education, and their social practice links are also ignored. They have not played the guiding role of tutors in the education system. At present, it is very necessary to increase the importance of postgraduate tutors to graduate social practice, and to change the current evaluation mechanism of teachers in colleges and universities, so that excellent teachers can return to teaching positions and shoulder the responsibility of training high-level talents. In addition to guiding the social practice of graduate students correctly, professional tutors should also strengthen the cultivation of postgraduate students' practical problem-solving ability, enhance their social adaptability, and enable them to participate in social practice activities more voluntarily and actively, so as to effectively solve the practical problems of serious disconnection between personnel training and social development. To speed up the structural transformation of postgraduate education in China, strengthen the direction of talent training, and to realize the close integration of talent training in universities with the needs of economic and social development, at the same time, to achieve the goal of building a new pattern of university education.

4.4 Establish a long-term mechanism for postgraduate social practice

In order to achieve good results in postgraduate education, it is very important to establish a long-term mechanism for postgraduate social practice. With the vigorous promotion of education reform and quality education in China, social practice has been paid more and more attention in the current field of education. As an important part of higher education, if social practice is set as a required course for postgraduate students, and long-term implementation and execution, on the one hand, it is not only conducive to the all-round development of postgraduate social practice activities, but also can effectively enhance the participation of postgraduates, and fully reflects the concept of the new era of education in the whole society; On the other hand, make full use of social resources and their positive effects, to achieve the effect of perfecting the postgraduate social practice system, and at the same time, ensure that the long-term mechanism of

postgraduate social practice is effective. In addition, we should promote the evaluation mechanism of social practice in order to motivate postgraduates, and change their solidified thinking of participate in social practice for the sake, correctly recognize the experience gained in social practice, and commend graduate students who have performed well in social practice activities. Appropriate rewards are given to mobilize the enthusiasm of postgraduates to participate in social practice activities, while also ensuring the quality of postgraduate social practice. The development of postgraduate social practice activities should be student-oriented, not only to break the inherent traditional practices, but also to face up to the role of social practice in improving the quality of postgraduate education, and lay the foundation for the sound development of postgraduate education in China.

5.CONCLUDING

With the continuous development of social economy, more and more attention is paid to high-level applied talents. As an important part of high-level talents in my country's higher education, postgraduates have a certain practical significance in promoting social and economic development. Postgraduate education should further improve the social practice, cultivate professional ethics and comprehensive qualities for graduate students, establish correct life values, and constantly improve and recognize self in social practice, so as to effectively improve their true ability level. At the same time, be able to better adapt to social development and earnestly serve the cause of socialist construction.

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A Summary of The Research on The Talent Training Program of Preschool Education in Secondary Vocational Schools Based on The Integration of Conservation and Education

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Abstract: In recent years, our understanding of the strategic significance and value of preschool education is deepening day by day. The cultivation of preschool teachers is directly related to the quality of preschool education. As the main carrier of preschool education teachers, vocational schools undertake the important task of personnel training. It is of great significance to scientifically construct the talent training program of preschool education major in secondary vocational schools based on "integration of conservation and education" for improving students' post ability, enriching education teaching contents and methods, changing and optimizing education practice, and improving the quality of talent training of preschool education major.

Keywords: Integration Of Conservation And Education; Preschool Education In Secondary Vocational Schools; Talent Training Program

1. INTRODUCTION

In November 2018, the CPC Central Committee and the State Council issued *Several Opinions on Deepening Reform and Standardizing Development of Preschool Education (hereinafter referred to as the Opinions)*, [1] which pointed out that "we should move forward the starting point of training, and vigorously cultivate kindergarten teachers with a five-year junior college degree who graduated from junior high school. We should innovate the talent training mode of preschool education, optimize the training curriculum system, highlight the integration of care and education, strengthen the construction of practical courses of child development and kindergarten care education, and improve the professional level of training. Since then, more and more secondary vocational schools have set up preschool education majors to train teachers for children aged 3-6. In June 2019, the Ministry of Education issued the *Guiding Opinions on the Formulation and Implementation of Professional Talent Training Programs in Vocational Colleges* (JZC [2019] No. 13) (hereinafter referred to as *the Guiding Opinions*), which put forward specific requirements for the formulation and implementation of professional talent training programs in vocational colleges from five aspects: General requirements, formulation procedures, implementation requirements, supervision, and guidance. [2] The original talent training program can not meet the requirements of preschool education. Therefore, how to build a scientific training program to meet the needs of the

post has become the primary task of talent training.

2. QUANTITATIVE ANALYSIS OF RESEARCH RESULTS

To meet the needs of the research, the author orders the relevant literature. Based on the most authoritative CNKI full-text database in China, the author collects articles related to secondary vocational preschool education. From 2005 to 2019, the keyword is "pre-school education major of secondary vocational school", and the research field is not limited to search. A total of 1,007 eligible articles are retrieved, of which there are few kinds of literature from 2005 to 2013, but the number of kinds of literature from 2014 to now has 928, accounting for 92.7% of the total. [3] This data shows that the number of applications for pre-school education majors in secondary vocational schools and related issues is increasingly attracting people's attention. From the online data of journals, it can be seen that the training of pre-school education professionals in secondary vocational schools whose training goal is to cultivate and guarantee teachers' qualifications has been attached great importance by the society. The scientific development of talent training programs based on the concept of "integration of conservation and education" will become a new focus of talent training research of secondary vocational preschool education.

3. ANALYSIS OF THE CONTENTS OF THE RELEVANT LITERATURE OF "INTEGRATION OF EDUCATION AND CONSERVATION"

3.1 "Unification Of Conservation And Education", "Integration Of Creche And Kindergartens" And "Integration Of Conservation And Education"
"Integration of conservation and education" is the latest concept of kindergarten education. At present, the research on "conservation and education" in kindergartens still stays at the level of "unification of conservation and education". In addition, most countries do not separate "education" from "conservation" in their research on early childhood education to emphasize the differences. At the same time, there are not much types of research on the related contents of "integration of conservation and education" in China, and it does not involve its connotation and significance, but there are some similar expressions, such as "integration of education and protection". For example, Jiang Lanfen thinks that the unity of conservation and education should include the unity of objectives, concepts, research, and behavior. [4]

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Teachers and nurses actively cooperate to pay attention to the conservation behavior in education, and seize the opportunity of life education to ensure that there is an education in the process of conservation. [5] Chen Ning pointed out the overall goal of the UK standards for early childhood conservation and education, to help infants and young children to obtain the five requirements of safety, health, happiness and achievement, positive contributions and good economic conditions set out in the important every child act. [6]

3.2 The Graduates Of Preschool Education In Secondary Vocational School Lack The Ability Of "Integration Of Conservation And Education"

In 2018, the State Council issued the opinions on comprehensively deepening the reform of the construction of teachers in the new era, which clearly stated that "we should comprehensively improve the quality of kindergarten teachers and build a high-quality and good teachers team, especially emphasizing the "integration of conservation and education", but the current situation is not optimistic in reality. The research collected is as follows:

Through the literature review, we can conclude that the quality and professional level of the nurses are generally low. Professor Li Shanze found that the overall quality of nurses is low and there is large liquidity. [7] At the same time, the nurses lack self-awareness, lack of rationality of working methods, and lack of knowledge of conservation in kindergarten. From the perspective of the conservation team, there are also corresponding shortboards. Liu Yahui, through studying the structure, survival status, and professional quality of the nurses in five cities of Henan Province, found that the nurses lack professional knowledge of conservation and the educational concept is backward; Although daily work is well handled, it is not concerned about the school dynamics and class status. Lin Lin found that the level of professional identity of the nurses in Shanghai was high, but they were particularly distrustful about their self-identity. Most of them thought that conservation work was hard and the workload was large, and their position was low, and their work value was not reflected.

4. PERSONNEL TRAINING OF PRESCHOOL EDUCATION MAJOR IN SECONDARY VOCATIONAL SCHOOLS

4.1 Curriculum And Design Of Preschool Education In Secondary Vocational Schools

Qian Yiqi and Jiang Yong sorted out the reform of preschool education in foreign countries and pointed out that foreign reforms pay more attention to the educational tact of preschool teachers in kindergarten education, the cultivation of students' practical ability, the cultivation of students' educational practical ability, and the continuity of practice. In the domestic research on the curriculum setting of preschool education in secondary vocational schools, the curriculum content of preschool education major is relatively old, and too much attention is paid to the cultivation of students' art and sports skills, thus ignoring the cultivation of their professional knowledge and caregivers, which can not accurately implement the

national occupation positioning of preschool education major in secondary vocational schools.

4.2 Education Practice

In the aspect of educational practice, there are also differences between domestic and foreign evaluation methods. In the United States, preschool education professional evaluation adopts various forms of an educational practice with sufficient time and adopts the "Trinity" practice mode to help prospective teachers enter the professional role as soon as possible. Starting from learning how to be a kindergarten teacher, it slowly cultivates and guides, and takes improving the teaching skills of kindergarten teachers as the direct goal. [8]

At present, China's preschool education generally adopts the mode of educational practice is to go to the internship unit for 2-3 months or 3-6 months of practice; most of them adopt the mode of centralized practice, and most of the interns reflect that the theoretical knowledge they have learned can not be well applied to practice. [9] Moreover, the internship is "Task-based". The interns are lack initiative and often work according to the tutor's requirements. The evaluation indicators are not detailed enough and are a mere formality. Therefore, the effectiveness of educational practice is not significant.

4.3 The Importance Of "1+x" Certificate In Secondary Vocational Education

The national vocational education reform implementation plan proposes that we should deepen the reform of training mode for the training of composite technical skills talents, launch the pilot work of "diploma + vocational skill level certificate" (i.e. 1+ x certificate), and encourage vocational college students to actively obtain multi-level vocational skills certificates while obtaining academic qualifications, and expand their employment and entrepreneurship skills. [9] The goal of vocational education is to train high-quality technical and technical talents to meet the needs of social production, service, and management. Therefore, as a vocational preschool education major, which is mainly based on training practice, more attention should be paid to the vocational skill level certificate of students. The Teacher Law stipulates that the qualification certificate of teachers is limited by the education background. The certificate they take first is the nurse certificate for the preschool education major in a secondary vocational school. The nurse qualification certificate is the necessary qualification for the nurse to work [10]. In the process of learning, secondary vocational students should not only learn how to take care of children's daily life but also create a good learning and living environment to ensure the physical and mental health of children.

Therefore, kindergarten education should pay attention to the education and training mode of "conservation" and "teaching" at the same time, and then better play the role and value of early childhood education. We should pay attention to the professional training of nurses, and infiltrate the concept of a "1 + X" certificate into the curriculum. Post-learning requires students to arrive at school to help students accurately locate the vocational requirements, and lay the foundation for becoming an

excellent nursing teacher in the future. [11]

5. RESEARCH REVIEW

Through the analysis and carding of the existing literature, the relevant research has certain reference and guiding significance, but there are still some limitations.

First, there is a huge space for the research of "integration of conservation and education".

First of all, the relevant theoretical research of Kindergarten "integration of conservation and education" is rather weak. At present, people's understanding of the concept of "integration of conservation and education" is not deep, and its concept is still at the level of "integration of conservation and education". The concept of "integration of conservation and education" and how to implement the concept of "integration of conservation and education" are in a relatively vague situation, which leads to its practice results can not be effectively led. Secondly, the kindergarten-related practical problems are not systematic. [12]

Second, the preschool education personnel training is not perfect. Based on the concept of "integration of conservation and education", if we want to improve the dilemma of "conservation and education" of preschool teachers, we should trace its source and pay close attention to the construction of pre-service training. In foreign developed countries, the pre-service training system of preschool educators is very mature, and has some legislative support, and attaches importance to the cultivation of professional practical ability. [13] The training goal of pre-school education major in secondary vocational school is to train front-line nurses, so the specification of talent training should be closely related to the needs of nurses. It is urgent to let the caregivers use "conservation and education" in an all-round way, and the program specifically for how to train the preschool education students in secondary vocational schools is to adapt to the current concept of "integration of conservation and education". [14]

Based on this, under the concept of "integration of conservation and education", this paper studies the preschool education major of secondary vocational school, explores the effective path of the development of the preschool education major of secondary vocational school, and injects a more comprehensive training plan, aiming to cultivate more excellent "integration of conservation and education" and high-quality preschool education professionals who can adapt to the current policy. At the same time, it provides some reference for the professional training of preschool education in secondary vocational schools. It is of a great reference value.

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The Research Status and Trends of Jiangsu Applied Undergraduate Colleges--Based on Empirical Analysis of Papers Published in 2007-2021

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Abstract: This article used the method of big data analysis to review and analyze the academic research status of Jiangsu applied undergraduate colleges in the past ten years. Through the analysis of the annual trend of published papers, the distribution of main themes, and the distribution of disciplines, we strived to outline the research status and future research trends of Jiangsu applied undergraduate colleges, in order to further promote the sustainable development of applied undergraduate universities in Jiangsu.

Key Words: Jiangsu Applied Undergraduate Colleges; Research Status; Trend

1 RESEARCH BACKGROUND

In October 2015, China's Ministry of Education, the National Development and Reform Commission, and the Ministry of Finance jointly issued the "Guiding Opinions on Guiding Some Local Ordinary Undergraduate Universities to Transform to Application-oriented Universities", proposing opinions on guiding ordinary undergraduate universities to transform to application-oriented[1]. As an important part and main body of China's higher education system[2], application-oriented colleges and universities have always attracted the attention of many researchers.

This article used the method of big data analysis to review and analyze the academic research status of Jiangsu applied undergraduate universities in the past ten years, pointing out the current academic research problems and revealing future research trends, so as to further promote sustainable development of Jiangsu applied undergraduate universities.

2 CONCEPT DEFINITION

The academic definition of "applied undergraduate colleges and universities" can be divided into broad and narrow senses[3]. The main research object of this article is narrowly applied undergraduate colleges and universities, that take the construction of applied disciplines as the orientation, apply professional and technical education as the foundation, and cultivate applied talents as school goals[4].

3 RESEARCH OBJECT

In CNKI, the search conditions were set as follows: the subject was accurately "Jiangsu applied undergraduate colleges" or "Jiangsu applied undergraduate universities", and the publication time was from January 1, 1998 to July

9, 2021. A total of 63 search results were obtained in the literature database. At the same time, the search results of all the papers whose topics were precisely "applied undergraduate colleges" or "applied undergraduate universities" and published from January 1, 1990 to July 9, 2021 were used as research references. This article mainly focused on the 63 papers as the main research object. Through the analysis of the annual trend of published papers, the distribution of main themes, and the distribution of disciplines, we strived to outline the research status and future trends of Jiangsu applied undergraduate colleges.

4 ANNUAL TREND ANALYSIS OF PAPERS PUBLISHED

Performing annual statistical and visual analysis of 63 published papers, we can get the following chart 1:

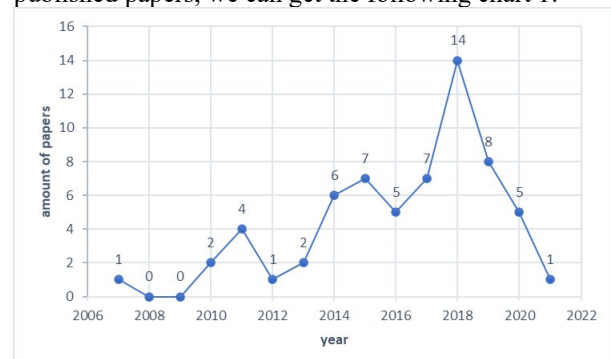


Chart1 Annual Trend of Publication

After comparing and analyzing the above data with the overall research of applied undergraduate colleges, a preliminary conclusion on the annual trend of publication can be obtained:

4.1 The academic research of Jiangsu applied undergraduate colleges is relatively lagging behind.

Related research papers have been published since 2007, and there were no related research papers from 2008 to 2009. The total number of research papers on applied undergraduate colleges is 22, 272. The earliest research papers were published in 1994, and related papers were published almost every year since then. The relevant research of Jiangsu applied undergraduate colleges is 13 years behind the overall research of applied undergraduate colleges.

4.2 There is still a lot of research room for Jiangsu applied undergraduate colleges.

The total number of research papers in Jiangsu applied undergraduate colleges only accounts for 0.28% of the total number of research papers in applied undergraduate universities, and the highest number of research papers published in the year 2018 was only 14, which only accounts for 0.51% of the total number of 2735 applied undergraduate research papers in the same year. It can be seen that there is still a lot of research room for Jiangsu applied undergraduate colleges.

4.3 The research of Jiangsu applied undergraduate colleges can be divided into three main stages.

According to the annual trend of publication, the research of Jiangsu applied undergraduate colleges can be divided into three main stages. The first is the initial stage of research (2007-2013). There were several research papers and interested researchers involved in related research fields. The second is the rapid development stage (2014-2018). The number of research papers has grown vigorously and rapidly in 2014, and reached the maximum in 2018, showing the trend of rapid research development. The third is the stable stage of research (2019 to present). The number of papers from 2019 has declined compared with 2018, but it was still basically the same as the annual average number of papers in the rapid development stage, and basically consistent with the overall research trend of applied undergraduate colleges.

5. ANALYSIS OF THE DISTRIBUTION OF MAIN THEMES

Performing statistics and analysis on the distribution of the main themes of the 63 published papers, the following chart 2 can be obtained:

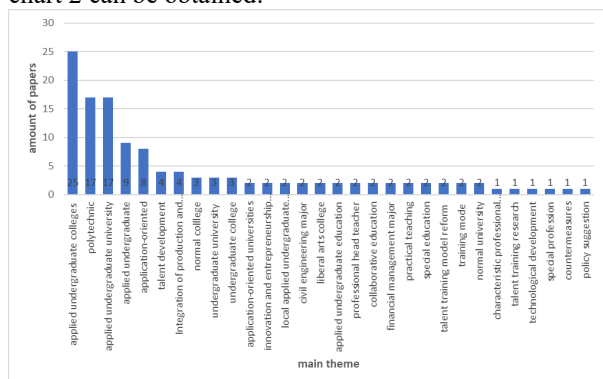


Chart2 the Distribution of Main Theme

According to the analysis of the above chart, a basic understanding of the distribution of main themes can be obtained:

5.1 Application-oriented undergraduate universities are the main research objects, among which polytechnics have become the key objects for the construction of application-oriented undergraduate universities.

Among the 30 themes, there are 9 themes related to applied undergraduate universities, accounting for 30.0%, and a total of 71 papers, accounting for 55.9%. It can be seen that applied undergraduate universities are the main objects of research, but vocational colleges have not yet fully entered the mainstream research field. The subject of polytechnics ranks No. 2 among all themes, and is a key object in the research of applied undergraduate universities. The reason is that science and engineering

majors are most closely related to applications. They occupy important positions in the construction of application-oriented universities, and are easiest to produce application-oriented results. Therefore, the science and engineering has naturally become an important research content.

5.2 The current research hotspots of applied undergraduate colleges focus on the reform of applied undergraduate talent training model.

"Talent training" and "integration of production and education" rank 6th and 7th among all themes. Related themes include "innovation and entrepreneurship education", "collaborative education", "practical teaching", and "talent training mode reform". "cultivation mode" and "talent training research", there are a total of 8 topics, accounting for 26.7%, and a total of 19 papers, accounting for 15.0%, second only to the total number of related topics in applied undergraduate universities. The themes such as the integration of industry and education, innovation and entrepreneurship education are all involved in the reform of the talent training model. The ultimate goal is also to achieve the goal of training applied talents. It can be seen that the current academic research hotspot is the reform of the talent training model.

5.3 The research on special profession of applied undergraduate colleges is in the ascendant.

Among all the themes, it is worth noting that there have been two special majors and two specific professions, and there are also themes related to the teacher majors. There are a total of 8 themes, accounting for 26.7%, and the total number of papers is 15, accounting for 11.8%. It can be seen that the current research of applied undergraduate colleges and universities also expects to find breakthroughs and successful cases from the reform of the training model of individual professionals, so as to achieve a point-to-face promotion effect, and realize the goal of creating differentiated, rather than homogeneous, applied undergraduate universities with different characteristics.

6 ANALYSIS OF DISCIPLINE DISTRIBUTION

After statistical analysis of discipline distribution, the following chart 3 can be obtained:

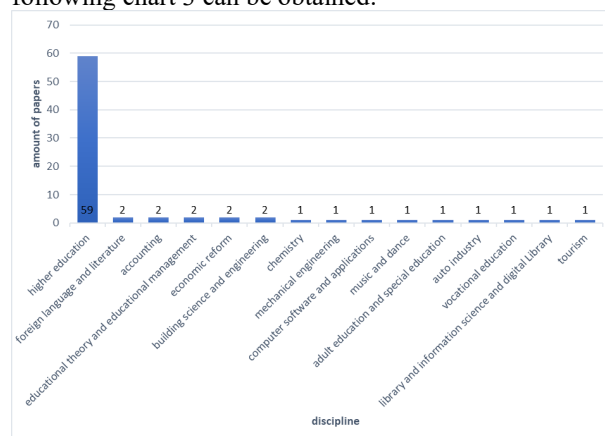


Chart 3 the Chart of Discipline Distribution

According to the above chart, we can get the basic understanding of discipline distribution:

6.1 Research in Jiangsu applied undergraduate colleges is

mainly concentrated in the field of higher education, and the research attention in other fields of education is insufficient.

As can be seen from the above chart, the field of higher education is the research field with the maximum number of 59 papers, accounting for 75.6%, occupying an absolute dominant position in all disciplines. But at the same time, we also notice that the three disciplines of "educational theory and educational management", "adult education and special education" and "vocational education" related to educational disciplines account for only 5.2%, indicating that the coverage of research content is too concentrated, especially the research on educational theory and educational management is obviously insufficient.

6.2 In addition to education disciplines, science and engineering disciplines are more popular in the research of Jiangsu applied undergraduate colleges.

Among the 15 disciplines involved in the research papers, there are 6 science and engineering disciplines, accounting for 40.0%; 4 education disciplines, accounting for 26.7%; 3 economics disciplines, accounting for 20.0%; and 2 humanities disciplines, accounting for 13.3%. It can be seen that the science and engineering disciplines have received more attention from researchers because of the characteristics of disciplines focusing more on practical applications. However, compared with the total number of 30 disciplines involved in the research of applied undergraduate colleges, the research of Jiangsu applied undergraduate colleges still needs to further expand its research disciplines.

6.3 Disciplines that are closely related to real social life are easier to enter the research field of Jiangsu applied undergraduate universities.

Regardless of science and engineering disciplines, economics, and humanities, the disciplines that have entered the research field of Jiangsu applied undergraduate universities are disciplines that are more closely related to real social life, which are closely related to the orientation and characteristics of applied undergraduate colleges and universities. Pure theoretical disciplines and other disciplines which are not closely related to the development of social reality have not entered the sight of researchers.

7 CONCLUSION

7.1 The research of Jiangsu applied undergraduate colleges is insufficient compared with the research of overall applied undergraduate colleges, and there is still a lot of research space.

7.2 The research of Jiangsu applied undergraduate colleges focuses on the reform of talent training mode, and there is a lack of research on education theory and education management, adult education, vocational education and other forms of applied universities.

7.3 The research of Jiangsu applied undergraduate colleges still needs to further expand the research areas and research horizons.

Applied undergraduate colleges are "the mission of higher

education entrusted by social development"[5], "going the road of differentiated and characteristic development" [6] is the key to the development of applied undergraduate universities and Jiangsu applied university research. "The development strategy of applied university lies in scientific positioning, strengthening of characteristics and dislocation management." [7] The research of Jiangsu applied undergraduate universities also need to promote the characteristic research and diversified research horizons in the future, to highlight the due contribution and leading value of Jiangsu applied undergraduate universities and Jiangsu education.

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The Research of Intangible Cultural Heritage and The Inheritance of Aesthetic Education

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Abstract: The intangible cultural heritage is one of the treasures of Chinese cultural heritage, has a wealth of historical education significance, to contemporary culture, economy, science and has a great impact, if can to protect intangible cultural heritage value, and carries on the reasonable use, will be able to produce a great benefit, can be said to be inexhaustible treasure. This paper focuses on the analysis of the status quo of intangible cultural heritage, the inheritance of intangible cultural heritage for a targeted analysis, and strive to strengthen the social forces of intangible cultural heritage protection and aesthetic education efforts, hope that the value of intangible cultural heritage can be reflected in the society under this strategy.

Key Words: Intangible Cultural Heritage; Status Quo. Analysis; Countermeasures

1. INVESTIGATION AND ANALYSIS OF THE CURRENT SITUATION OF INTANGIBLE CULTURAL HERITAGE

The current situation of intangible cultural heritage protection in China mainly exists such problems as poor consciousness of protection, imperfect system guarantee, imperfect legislation protection and insufficient financial support.

Through the survey, it can be seen that only a small part of the public have some understanding of the intangible cultural heritage, and most of the people only have heard of it, or even do not know it at all. The impact of the intangible cultural heritage on the population and scope is extremely limited, which seriously hinders its inheritance and development.

It can be seen from the survey that there is no successor of intangible cultural heritage, and the inheritors of intangible cultural heritage are aging seriously. Many inheritors of intangible cultural heritage can only earn a little money in the society, and few young people are willing to do low-paid jobs.

Through the survey, you can see that non-material cultural heritage in the face of modern appear vulnerable to the impact of culture and science and technology, the modern economic and cultural development of science and technology, the modern high-tech brings a variety of entertainment, entertainment has changed before a single, lack of amateur cultural activities, leading to a lonely of intangible cultural heritage[1-7].

2. ANALYSIS ON THE INHERITANCE OF INTANGIBLE CULTURAL HERITAGE

2.1 Most people are aging, and their intangible cultural heritage is endangered

Population aging has been greatest hazard to the intangible cultural heritage, is lack of effective inheritance mechanism and non-material cultural heritage, reserve talented person insufficiency, lack of effective backup talent cultivation mechanism, the inheritance of the key to protect the intangible cultural heritage protection, but a new inheritance had not followed, is largely influenced by modern culture, Young people lose interest in traditional culture, and the low level of salary and welfare leads to little space for development. Learning is difficult and time-consuming. Only a few young people are willing to learn these traditional folk skills.

2.2 The inheritance system is conservative and the intangible cultural heritage is endangered

Inheriting the constitution has also led to the intangible cultural heritage conservative heritage intersection congestion, the imperfection of the cultural system, the lack of regulation, in the aspect of cultural system of intangible cultural heritage protection will lack to the specification of the operation, and often have regulation does not reach the designated position, some measures for protection of intangible cultural heritage and funds are often not in place, It makes the inheritance of non-material culture difficult.

3. ENHANCE THE PROTECTION AND AESTHETIC EDUCATION OF INTANGIBLE CULTURAL HERITAGE BY SOCIAL FORCES

3.1 Government

The government should increase investment to provide fund guarantee. The lack of funds is an important factor affecting the protection of intangible cultural heritage. Many intangible cultural heritage projects are still unable to develop and inherit well because of the lack of follow-up fund investment after successful application. Although the central and local governments have set up special funds for the protection of intangible cultural heritage, they have not been fully implemented and some of them are useless. Therefore, it is necessary to strengthen supervision, urge local governments to implement the corresponding matching funds, and ensure that the protection funds are implemented in place. In addition, it is also necessary to expand investment channels and actively absorb social forces to participate in the protection of intangible cultural heritage.

Government departments should also step up efforts to publicize intangible cultural heritage to the whole society, and actively report and publicize the protection of intangible cultural heritage through modern technological platforms such as radio, film, television, Douyin and the Internet. Encourage libraries and other collections as

well as research institutions and protection institutions of intangible cultural heritage to organize, research, publicize, display and academic exchange activities of intangible cultural heritage. Enhance the awareness of the whole society to protect intangible cultural heritage, create a good social atmosphere for the protection of intangible cultural heritage, and form the awareness of the whole people to protect it.

3.2 Community

Most intangible cultural heritages belong to traditional culture and art. The community can increase its appeal to the public. Only with the participation of the public can the inheritance and protection of intangible cultural heritages be achieved. We will promote the inclusion of intangible cultural heritage in people's lives and form a national awareness of its protection. Many intangible cultural heritages have not been reported after they have been declared successfully. The lack of in-depth promotion and publicity in the community leads to the low awareness of the people to the intangible cultural heritages mentioned above, which leads to fewer and fewer people paying attention to these traditional skills.

4. COUNTERMEASURES FOR THE CONSTRUCTION OF INTANGIBLE CULTURAL HERITAGE INHERITANCE

For the construction of the intangible cultural heritage inheritance is the most effective countermeasure is to use the concept of intangible cultural heritage and the form of cultural ideas, as a countermeasure, the most important thing is to reflect the national spirit, build a harmonious society, is not between people health, we can continue the excellent transmission case, also can inheritance means of innovation to meet the needs of era, the key lies in the fact that How can we cooperate with the intangible cultural heritage and deepen the hearts of the people?

The problems we still have in the inheritance of intangible cultural heritage are generally the lack of cultural exploration or too much "topping up" to deal with leaders as a form. This method cannot really start from the essence and will inevitably lead to homogenization and homogenization. Intangible cultural heritage and regional construction can form an organic whole, tourism, cultural creative industries can be barriers to break and the construction of urban planning thought, forming a multi-angle thinking communion longitudinal construction,

truly achieve integration of culture and tourism, in this way to promote the protection of non-material culture, there will be twice the result with half the effort, You can get better and richer experiences in intangible cultural heritage protection activities, because these seemingly insignificant strategies can actually boost the economy of the whole region, not just individuals.

5. CONCLUSION

In order to solve the inheritance problem of intangible cultural heritage, we need to seriously treat and solve it, and make corresponding countermeasures. We should not slack off on the inheritance of intangible culture, as long as we do a good job in the protection of intangible cultural heritage, and then on the basis of protection work to build the restoration, integration and reconstruction of intangible cultural heritage. To sum up, the task of inheriting intangible cultural heritage will be deeply rooted in people's hearts, and the means of inheriting intangible cultural heritage will keep pace with The Times.

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An Empirical Study of The Effects of Mobile Learning in Oral English Teaching for Professionals from Enterprises

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Abstract: This research intends to explore the impact of mobile learning on the teaching of oral English of the professionals from enterprises in China, who are going to do business in English speaking countries after the training, based on a three-month experiment with an experimental class (EC) and a control class (CC). The classroom-based teaching is focused on the improvement of pronunciation, vocabulary use, and the ability to organize dialogues. The research results shows, first of all, mobile learning has promoted the professionals' daily oral communication ability comparing with pre-test. In particular, pronunciation of the professionals has been greatly improved; vocabulary richness has been significantly advanced; and professionals' ability of organizing dialogues has also been well trained although their oral ability in expressing the professional English has not been improved significantly.

Keywords: Mobile Learning; Professionals; Oral English Teaching

1. INTRODUCTION

In recent years, the popularity of mobile terminal devices such as mobile phones and computers, and the rapid development of network information technology have promoted the emergence of the mobile era and given rise to unprecedented changes in people's way of learning. In the mobile era, people's no longer rely solely on teachers while acquiring knowledge, but more on mobile devices for mobile learning.

The Committee of National Association of Higher Education Technology defines mobile learning as "relying on the relatively mature wireless mobile network, Internet and multimedia technology, teachers and students can achieve interactive teaching activities, and information exchanges in education, science and technology through the commonly-used wireless devices (such as mobile phones, tablet computers, notebook computers, etc.) (Wang Xinzhu, 2014)". Mobile learning based on the characteristics of mobility, convenience and timeliness enable learners to obtain information, learn knowledge and exchange information anytime and anywhere.

Mobile learning has provided a new research direction for the oral language training of professionals from enterprises. In China, the professionals of enterprises are generally the adults with outstanding contradictions between working and learning. Yang Xiaobo(2005) mentioned in his research that the characteristics of adult learners coincide with the personalized features of mobile learning, which is more suitable for adult learners' oral

English training in enterprises. Some scholars (Xu Heping, 2014; Wufeng, 2015) also considered that the characteristics of adult learners, such as high initiative, strong purpose, large individual learning difference, prominent contradictions between work and study, and multiple interference factors in their learning process, are all very consistent with mobile learning featuring "mobility, openness, personalization, and fragmentation". Therefore, it is of great advantage to apply mobile learning to the oral language training of professionals in enterprises. However, although mobile learning has many advantages, its application in oral English training of enterprises' professionals is relatively inadequate, and the oral English training effect of mobile learning on enterprises' professionals is not satisfactory. In view of this, this study conducts an empirical study on the effect of mobile learning in oral English training for professionals from enterprises, which aims to verify whether this new learning mode can improve the oral English language ability of enterprises' professionals

2. LITERATURE REVIEW

As mobile network technology develops and renews rapidly, mobile learning has become the trend of modern English learning and education research. At present, scholars mainly define mobile learning from the following aspects: the first aspect is the uses of mobile devices for business(Yoon, 1998); the second one is an extended form of distance learning or digital learning (Desmond Keegan, 2004; Lee & Chan, 2007; Ren Haifeng & Zhao Jun, 2010); the third one is knowledge construction and learners themselves (Gao Rongrong & Lv Lin, 2006); and the fifth one is learning interaction (Yu Shengquan, 2007). Overall, the research trend of mobile learning connotation has shifted from focusing on mobile devices to users and learners. Therefore, this study defines mobile learning as a 4A (Anyone, Anywhere, Anytime, Any Device) learning method that anyone who engages in learning activities can learn with the help of mobile terminal devices.

Through recent literature review, experts and scholars mainly explored changes in teaching form in mobile learning(Steve McCarty, Hiroyuki Obari, & Takeshi Sato, 2017); students' attitudes toward mobile learning(Lawrence, 2005); the popularization of mobile devices and the improvement of language learning environment (Ummu Aiman Wan Azli, Parilah Mohd Shah & Maslawati Mohamad, 2018); the characteristics and advantages of mobile learning(Zhang Liping, 2018; Zhou Haiyan, 2016; Wang Meixia, 2015); the classification and role of some popular mobile learning

APPs(Wang Meixia, 2015); the impact of mobile learning on English teaching and students' learning(Cen Hongxia, 2016; Feng Xiuhong, 2017); the demand and motivation of adult learners' mobile learning(Tang Shaofeng, 2014; Liang Min & Heng Ruoyu, 2018; Wang Li, Zuo Ruiling, & Li Qin, 2018). By studying the literature in related fields at home and abroad, it is agreed that mobile learning can meet diversified needs of learner' interactive learning and cooperative learning for mobile learning brings multiple advantages, which provide the possibility of lifelong learning.

Oral English proficiency is an important index to measure learners' English competence. Recent years, research perspectives of spoken language mobile learning mainly include: empirical Studies of college oral English learning effect based on mobile Apps (Lv Shuang, 2017; Chen Xian, 2018); application of We chat in college oral English mobile learning (Hao Hao, 2016); oral English mobile learning in the background of flipping classroom (Han Jing, Wu Di, 2018); researches on the college learners' English learning effectiveness based on mobile learning platforms and technology (Zhang Jie, 2011; Liu Dandan, Mana, Yang Lihua, 2014; Zhang Ying, Fu Rui, 2017; Lin, Yen Ting, Kao, Chia Ling, Lan, Yu Ju, 2016); researches and Analysis on mobile teaching of spoken English in higher vocational colleges (Wang Ruiyun, 2016; Zhang Huan, 2018; Cao Xiangying, Zhou Longying, 2018). It can be found that the research perspective is mostly theoretical research. Students of colleges and higher vocational colleges are the main research objects. The research content focuses on the application effect and investigation of mobile learning in spoken language teaching.

There is almost no empirical research on the effect of mobile learning on oral English learning of enterprises' professionals in the field of second language teaching(Harris, Brewster, Sparrow, 2006; Cascio, 1992; Cheng Yingyi, 2011, Levy-Leboyer, 2004; Rockstuhl, Seiler, Ang, Van Dyne, & Annen, 2011; Wilson Chen & Erakovic, 2006; Yaakobi & Williams, 2016). (Here, professionals refers to adult technicians dispatched by the export-oriented enterprises.)

3.METHODOLOGY

3.1Research Objectives

This study intends to investigate whether mobile learning has an impact on oral English training for professionals from enterprises based on a three-month experiment with an experimental class (EC) and a control class (CC). The number of students in both classes is 29, and the teaching material in the two classes are the same one-*ORAL ENGLISH WORKSHOP Skill Development*, which includes three main modules: *Pronunciation and Intonation*, *Conversation and Discussion*, and *Presentation and Debate*.

3.2 Research Questions

1. Whether mobile learning has an effect on professionals' oral achievement on pronunciation?
2. Whether mobile learning has an effect on professionals' oral achievement on vocabulary richness?
3. Whether mobile learning has an effect on professionals' oral achievement on the ability of organizing dialogues?

oral achievement on the ability of organizing dialogues?

3.3 Research Objects

Two training classes of oral English for professionals in enterprises are randomly selected in this study as the research object, with 29 students in each class, a total of 58. It should be pointed out that the professionals in this study are all on-the-job and over 30 years old. Therefore, they conform to the characteristics of adult learners.

3.4 Oral Proficiency Pre-test

Before the experiment, professionals' oral proficiency were tested in terms of pronunciation, vocabulary richness and the ability to organize dialogues. The test items derived from *PETS* English test. In the following tables, PP stands for pronunciation pretest scores, PV stands for pretest scores of vocabulary richness, and PO stands for pretest scores of the ability to organize dialogues. It can be seen from *Table 1* and *Table 2* that the oral English scores of the two classes in three above respects are similar, which indicates that the oral achievement of the two classes is on the same level. It can be inferred that the difference of post-test results is caused by the mobile learning experiment.

Table1. Group statistics

	Class	N	Mean	Std	Ste
PP	EC	29	69.1034	8.75192	1.62519
	CC	29	71.8966	8.38938	1.55787
PV	EC	29	69.4828	7.11448	1.32112
	CC	29	69.8276	6.61205	1.22783
PO	EC	29	69.2069	8.34685	1.54997
	CC	29	69.5172	7.09437	1.31739

Table 2. Independent sample T- test

		F	Sig	t	df	2-tailed Sig
PP	Assumed equal variance	.017	.896	-1.241	56	.220
	Assumed unequal variance			-1.241	55.900	.220
PV	Assumed equal variance	.834	.365	-.191	56	.849
	Assumed unequal variance			-.191	55.702	.849
PO	Assumed equal variance	1.542	.219	-.153	56	.879
	Assumed unequal variance			-.153	54.582	.879

3.5 Experimental Procedure

Both the classroom-based oral English teaching and the mobile learning mode of teaching include three parts: pre-class activities, in-class learning and after-class exercises. The classroom-based teaching focuses on the improvement of pronunciation, vocabulary use, and the ability to organize dialogues. Under the teaching mode of mobile learning, students complete their oral assignments by recording voice and video and imitating dubbing, and the teacher gives face-to-face oral feedback to students' oral assignments between classes. In comparison, mobile learning allows the students to learn oral English through some on-line resources which are provided by the teacher and to up-load the students' finished oral assignments through the mobile devices, such as voice and video recording, imitate dubbing, etc. after class so that the

teacher could give quick and direct oral feedback to the students through sending voice messages on line. Each student is supposed to spend about 2 hours in learning oral English on a mobile device every day.

4. RESULTS

4.1 The effect of mobile learning on professionals' pronunciation

Tables 3 and Table 4 aim to discuss the first research question, namely, whether mobile learning has an impact on the pronunciation performance of professionals from enterprises. According to the mean of the pre-test and post-test in terms of pronunciation in Table 3, the mean of the control class(CC) is 6.59 points higher than that of the pre-test, while that of the experimental class(EC) is 18.45 points higher than that of the pre-test. According to Table 4, the P value of pronunciation scores in the two classes of the pre-test is $0.220 > 0.05$, while the P value of the post-test is $0.000 < 0.01$. Thus, it can be seen that compared with CC, professionals' pronunciation performance in EC improve more greatly. In addition, the pronunciation level of professionals in the two classes is significantly different. The results show that the mobile learning experiment has an impact on the pronunciation performance of enterprise's professionals, and it significantly improves their pronunciation achievements.

Table 3. Group statistics (pronunciation)

	Class	N	Mean	std	ste
Pre-test	EC	29	69.1034	8.75192	1.62519
	CC	29	71.8966	8.38938	1.55787
Post-test	EC	29	87.5517	6.78015	1.25904
	CC	29	78.4828	6.09813	1.13239

Table 4. Independent sample T- test (pronunciation)

		F	Sig.	t	df	2-tailed Sig
Pre-test	Assumed variance equal	.017	.896	-1.241	56	.220
	Assumed variance unequal			-1.241	55.900	.220
Post-test	Assumed variance equal	.170	.682	5.356	56	.000
	Assumed variance unequal			5.356	55.382	.000

4.2 The effect of mobile learning on professionals' vocabulary richness

Table 5 and Table 6 are conducted to answer the second research question, namely, whether mobile learning has an effect on professionals' oral achievement on vocabulary richness. According to the mean of the pre-test and post-test in terms of vocabulary use in Table 5, the mean of the control class(CC) is 5.31 points higher than that of the pre-test, whereas that of experimental class(EC) is 11.34 points higher than that of the pre-test. According to Table 6, the P value of vocabulary richness achievement of the pre-test in the two classes is $0.849 > 0.05$, while the P value of post-test is $0.004 < 0.01$. Thus, compared with CC, the increase of professionals' achievement on vocabulary richness in EC is more obvious. In addition, the professionals' achievement on vocabulary richness in the two classes has significant difference. The results show that the mobile learning experiment has an impact on professionals' oral achievement in terms of vocabulary richness, and it significantly improves their achievements

on vocabulary richness.

Table 5. Group statistics (vocabulary richness)

	Class	N	Mean	std	ste
Pre-test	EC	29	69.4828	7.11448	1.32112
	CC	29	69.8276	6.61205	1.22783
Post-test	EC	29	80.8276	8.71398	1.61815
	CC	29	75.1379	4.88236	.90663

Table 6. Independent sample T- test (vocabulary richness)

		F	Sig.	t	df	2-tailed Sig
Pre-test	Assumed variance equal	.834	.365	-.191	56	.849
	Assumed variance unequal			-.191	55.702	.849
Post-test	Assumed variance equal	11.050	.002	3.067	56	.003
	Assumed variance unequal			3.067	44.003	.004

4.3 The effect of mobile learning on professionals' ability to organize dialogues

The third question is discussed in Table 7 and Table 8, namely, whether mobile learning has an effect on professionals' oral achievement on the ability of organizing dialogues. It can be found that the increase of the test scores of professionals' ability to organize dialogues in EC is greater than that in CC. Meanwhile, P value of post-test achievement in two classes is 0.048, less than 0.05, which shows that there is a slight difference in this dimension between the experimental class and the control class after the mobile learning experiment. Mobile learning experiment has a positive impact in promoting professionals' ability of organizing dialogues, but it does not generate as remarkable positive effect in this aspect as in the former two. The researcher gets the reason in the conversation with the teacher of this course. The spoken English teacher says that for these adult learners, it is easier to master pronunciation skills and memorize common words than to organize dialogues. Therefore, their oral achievements on pronunciation and vocabulary richness can be easily improved, while their ability to organize dialogues is relatively hard to get promoted. The period of this mobile learning experiment is relatively short, teachers can only train professionals' conversational ability on daily topics, but their oral ability in expressing the professional English has not improved significantly.

Table 7. Group statistics (ability to organize dialogues)

	Class	N	Mean	std	ste
Pre-test	EC	29	69.2069	8.34685	1.54997
	CC	29	69.5172	7.09437	1.31739
Post-test	EC	29	82.9310	9.33094	1.73271
	CC	29	78.8276	5.58742	1.03756

Table 8. Independent sample T- test (ability to organize dialogues)

		F	Sig.	t	df	2-tailed Sig
Pre-test	Assumed variance equal	1.542	.219	-.153	56	.879
	Assumed variance unequal			-.153	54.582	.879
Post-test	Assumed variance equal	6.996	.011	2.032	56	.047
	Assumed variance unequal			2.032	45.792	.048

5. CONCLUSIONS

Through the three-month experiment, the research

conclusions are as follows. Mobile learning has a positive effect on promoting the professionals' oral communication ability. In particular, the pronunciation of the professionals has been greatly improved, the vocabulary richness has been significantly advanced, and professionals' ability of organizing dialogues has also been well trained although their oral ability in expressing the professional English has not improved significantly.

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The General Thinking and Specific Countermeasures of The Financial Transformation of Collectivized Companies in The Era of Digital Economy

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Abstract: At the present stage, the digital economy is developing rapidly. Under this background, the financial management of group companies needs to change from the traditional backward and inefficient financial management mode to the digital financial management mode with the help of big data, Internet and other modern information technologies. Therefore, this paper discusses the general idea of financial transformation of collectivized companies in the era of digital economy, and puts forward relevant specific countermeasures.

Key Words: Digital Economy Era; Collectivized Company; Financial Transformation

1. INTRODUCTION

In recent years, the business scope of domestic collectivized financial companies has gradually expanded, while the internal organizational classification, structure and regional distribution area of the companies have become more and more complex, which leads to the increasing difficulty of financial management and control coordination of the collectivized financial companies [1]. At present, many collectivized companies have a series of problems in financial management. With the continuous expansion of the digital economy, it is the general trend for collectivized companies to adapt to the development needs of The Times and promote the financial transformation of the company. In the era of digital economy, how to change the dilemma of operation and financial management with the help of information technology, and how to transform the former centralized mode of financial business into the deep integration of finance and business are the urgent problems to be solved in the financial transformation process of group companies. Therefore, this paper discusses the general idea of financial transformation of collectivized companies in the era of digital economy, and puts forward relevant specific countermeasures.

2. THE GENERAL IDEA OF FINANCIAL TRANSFORMATION OF COLLECTIVIZED COMPANIES IN THE DIGITAL ECONOMY ERA

2.1 Implement integration of business management and accelerate business development

In the financial work of collectivized companies, the company's production and operation business should be integrated with financial arrangements, and the company's development strategy should be realized in various production and operation businesses by fundamentally

implementing the business and moving toward the business [2]. How to provide corresponding services for the overall development of the company, the financial work should actively walk in the front end of the company's business development process, and act as the central control and brain role during the company's business operation. Excellent financial work should be based on the business level to treat management, based on the business development level to make financial plans, to promote the financial staff from the previous focus on accounting mode to participate in the form of decision-making.

2.2 Increase data utilization efficiency and provide individualized services

In the era of digital economy, it pays more attention to the people-oriented concept, obtains user needs with the help of big data technology, customizes according to user needs, provides individualized services, ensures the accuracy of services, and promotes the improvement of service quality [3]. At the present stage, the current situation of financial accounting services of many domestic companies is mainly to provide comprehensive financial information services such as users' monetary nature and financial statements. They do not pay attention to users' needs and do not reasonably distinguish the service objects. So in practice, a company's financial work should distinguish the service object, such as to relevant personnel to lenders, investors, and interest to provide all kinds of financial information, to provide managers and staff business completion, the assessment results and other information, provide to the deputy manager business indicators to complete the schedule information and business development, information index evaluation, performance and rewards and punishment to the general manager, Provide information on net asset return and market share to the chairman of the board.

2.3 Realize financial sharing and enhance comprehensive service level

At present, modern information technology has been widely used in the financial management of collectivized companies, and has played a key role in corporate management. It has been a consensus of most companies to let information technology provide services for corporate management. Therefore, the company needs to formulate consistent financial policies, gradually build the corresponding financial management mechanism, and form a centralized financial management model based on

modern information technology, so that the financial management of the group company can cope with market changes with ease. The integration of information technology in financial work, on the one hand, can give the subordinate companies more autonomy in business and enhance the initiative of business; On the other hand, it can also control the operating behaviors of subsidiaries in real time, minimize financial risks and maximize the economic benefits of the company. Group companies need to build financial sharing service platform based on big data, cloud computing and other technologies, take financial business process processing as the basis, improve management and control ability, improve organizational structure, speed up process processing, reduce operating costs, and create greater economic benefits for the company. The financial sharing service of a group company usually covers three stages. The first stage is financial accounting + fund management, including financial accounting, expense reimbursement and other functions, and the financial sharing service platform provides technical support. The second is financial work + enterprise treasurer, mainly refers to the financial management in decision support, cost control, capital use and business analysis play the corresponding functions. Finally, it is the integration of intelligent accounting and industry and finance, which mainly refers to breaking down the barriers of financial related links through modern information technology and realizing digital processing and analysis.

3. SPECIFIC COUNTERMEASURES FOR FINANCIAL TRANSFORMATION OF COLLECTIVIZED COMPANIES IN THE ERA OF DIGITAL ECONOMY

3.1 Centralized management and control to achieve business and financial integration

From the perspective of the deep integration of business and finance, firstly, the company's business process, business data and organizational structure should be further solidified, the financial and business process should be scientific and standardized, and human, material and capital resources should be concentrated. Second, formulate a unified management system, including accounting policies, business processes, cost standards, etc., and centralize logistics, information flow, capital flow, and value flow. Third, centralize accounting, capital management, capital operation and risk monitoring, accelerate financial management and financial accounting standards and standards, and realize financial statements informatization, so as to effectively implement financial management control and data sharing.

3.2 Compliance coordination to further improve the management effect

According to the whole business life cycle of the contract of the company, a comprehensive management and control information platform is built to realize business coordination and linkage and centralized sharing of contract information. In the process of the construction project, the legal management related contents of the collectivized company are optimized through the system, so as to continuously improve and perfect the management

thought, management form, management mechanism and management plan of the collectivized company. Financial accounting and contract all closed-loop business life cycle management, based on the contract online application and approval, receiving and perform on the financial contract closed loop management do zhang link force to check the contract number, detailed annotation situation and the financial receipts and payment status of the contract, to realize real-time monitoring of economic activity runs for risk and exception. In order to deepen the quality of the company's internal management transactions, ensure the accuracy of the company's financial transactions offset, and standardize the financial processing process of related transactions, it is necessary to make reasonable use of modern information technology, establish a long-term mechanism of group companies on this basis, and deal with the phenomenon of unilateral accounting by the same accounting. For each purchase and sale within the company, the two parties can enter into the account at the same time after confirmation by the system, so as to ensure the same amount and volume of related transactions at the financial level, and fundamentally solve the problem of merger differences caused by it.

3.3 Establish "three centralized" mode to realize financial sharing

Collective companies should build corresponding financial sharing service platforms, and on the basis of shared services, realize the "three centralized" mode of centralized accounting, capital accounting and account management. In the process of building financial sharing, the construction of financial sharing operation management platform and expense reimbursement system will be emphasized. (1) Financial shared operation and management platform: Financial Shared services has grown in recent years, with the sharing of financial operation management platform, as a kind of comprehensive sharing service platform, mainly has two kinds of management control, service function, and combines the business accounting, financial management, contract management, tax management, intelligent financial and other business, at the same time to provide Shared services, service operation and centralized management, Shared documents, etc. The financial sharing operation management platform and ERP system can be linked barrier-free, providing users with options such as web page and mobile terminal login, so as to facilitate operation at any time. The financial sharing operation management platform can dynamically monitor large funds, centrally plan and coordinate internal funds of the company, and achieve unified management of capital resources, so as to ensure the effective use of funds, enhance the role of capital regulation and control, and reduce operational risks of the company. At the same time, the financial shared operation management platform can examine a large number of VAT invoices at the same time to avoid the potential payment risks of invoices. The platform breaks through the regional limitations of VAT invoice inspection in the past, and can carry out unified and centralized inspection of forgery, reducing the cost of capital occupation and speeding up the inspection speed.

In addition, the whole cycle of real-time monitoring of VAT invoice electronic information and physical information is also realized to enhance the management control of the process, ensure the management accuracy, and provide effective information technology support for the financial transformation. (2) Expense reimbursement system: the expense reimbursement system is built based on the ERP system, and the unified management of expense reimbursement, budget control, financial accounting and payment tracking is realized in the closed loop. Through the application of expense reimbursement system, the expense reimbursement business can be standardized, the accuracy of expense insurance can be improved, the quality of expense control of the company can be enhanced, and the related operating expenses of the company can be reduced. At the same time, the expense reimbursement system can also be integrated into the company's internal systems and processes in the system platform to promote the management to further standardize standards and achieve real-time monitoring of financial work.

4.CONCLUSION

To sum up, the era of digital economy provides numerous opportunities for the development of collectivized companies, but at the same time it also faces more challenges. Group companies need to grasp the opportunity, optimize the management mode from multiple stages, and accelerate the financial transformation of the company. Financial personnel in this process should also improve the comprehensive quality, leading the company's financial development to the digital.

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On The Reform and Innovation of Teaching Mode of Mechanical and Electronic Engineering Specialty in Higher Vocational Colleges

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Abstract: Higher vocational courses of mechanical and electronic engineering is an important way to cultivate highly skilled talents, but at the present stage, many higher vocational colleges in China are relatively backward in teaching methods, lack of innovation in teaching methods, monotonous in teaching forms, and the cultivation of talents can not adapt to the needs of modern social development. Therefore, it is necessary for higher vocational colleges to actively promote the reform of teaching mode, improve teaching methods and improve teaching level. Therefore, this paper mainly analyzes the reform and innovation measures of the teaching mode of mechanical and electronic engineering major in higher vocational colleges.

Key Words: Higher Vocational Education; Mechatronics Engineering; Reform

1. INTRODUCTION

Mechatronic engineering is a highly professional discipline, which requires students to master the professional knowledge of machinery, computer and electronics and apply it reasonably in practice, so it is quite difficult to learn [1]. Due to the differences in the educational level of higher vocational students, their learning initiative is not high and they cannot effectively combine theory with practice. At the same time, higher vocational education is not innovative enough in the teaching process, and there are many problems in curriculum design and practical activities, leading to talent training does not meet the needs of enterprises. In recent years, with the continuous development of the electronic machinery industry, the demand for high-quality talents in the industry is on the rise. Under this background, the importance of the reform of the teaching mode for the specialty of mechanical and electronic engineering in higher vocational colleges is reflected. Therefore, this paper mainly analyzes the reform and innovation measures of the teaching mode of mechanical and electronic engineering major in higher vocational colleges.

2. PROBLEMS IN THE COURSE TEACHING OF MECHATRONIC ENGINEERING IN HIGHER VOCATIONAL COLLEGES

2.1 The degree of cultivating professional quality is insufficient

At the present stage, there are still many deficiencies in the teaching process of mechanical and electronic engineering major in higher vocational colleges, such as

the lack of student-oriented teaching and the lack of effective combination of theoretical teaching and practical teaching by teachers, which has an unsatisfactory effect on the improvement of students' comprehensive ability [2]. Many teachers pay more attention to the improvement of professional ability when teaching to ensure that students can be qualified for their jobs quickly after graduation. But from the practical effect, although the students have certain professional skills, but the professional quality is not high, which is caused by the lack of attention to the professional quality training during the teaching period. It directly leads to the lack of independent thinking ability, lack of professional responsibility and poor ability to adapt to society in the process of work. Professional quality is mainly based on innate quality, and gradually formed in the acquired education and social environment. Due to the lack of innate education in schools, it is difficult to make up for it in the later post work.

2.2 The intensity of cultivating practical ability is not deep
Higher vocational colleges are the main bases for cultivating professional applied talents in China. In the course teaching process of mechanical and electronic engineering major in higher vocational colleges, teachers should always effectively integrate theory and practice []. But at present, most teachers pay more attention to students' mastery of theoretical knowledge in practical teaching, pay less attention to the practicability of electronic engineering courses, and lack of efforts to cultivate students' practical ability. As a result, the students and the post work can not be smoothly connected, at the same time, the obvious lack of innovation ability, career vision, etc.

3. REFORM AND INNOVATION MEASURES OF TEACHING MODE OF MECHANICAL AND ELECTRONIC ENGINEERING MAJOR IN HIGHER VOCATIONAL COLLEGES

3.1 Improve and optimize teaching objectives

The reform and innovation of the teaching mode of mechanical and electronic engineering specialty in higher vocational colleges need to perfect and optimize the teaching objectives. First, the teaching goal of higher vocational mechatronics engineering courses is to cultivate mechatronics engineering talents and innovative talents. Therefore, professional knowledge and skills should be included in the formulation of teaching goals. Among them, professional knowledge covers professional theoretical basis and related thinking methods;

Professional skills include problem solving, spatial imagination and logical thinking. In a word, in the process of improving and optimizing the teaching objectives, we should make clear the teaching direction and identify the key points. Second, a correct understanding of the relationship between the three dimensions of teaching objectives. When designing the teaching objectives of mechanical and electronic engineering courses in higher vocational colleges, it is necessary to start from the three dimensions of knowledge, ability, emotional attitude and process method. It is also the key content of higher vocational teaching and an important basis for designing classroom teaching objectives. Therefore, in the course design process, we should pay attention to the reasonable integration of the relationship of the three dimensions, rather than simply accumulating, taking knowledge and ability as the main body, integrating emotion and attitude, and effectively presenting in the process method. Detailed teaching objectives should have a good level, three dimensions are not in the same plane.

3.2 Adjust the proportion of teaching

The course of mechanical and electronic engineering in higher vocational colleges mainly covers two learning stages, namely basic learning and main learning, and it is divided into four levels for teaching, including basic teaching, professional teaching, specialty teaching and graduation design. In the basic learning process, the purpose is to help students understand the mechanical and electronic engineering related theoretical knowledge; Specialty teaching aims at helping students to develop professional ability, master and apply the professional skills of mechanical and electronic engineering. The purpose of the graduation project is to test the students' learning situation and lay a solid foundation for the students to enter the enterprise. In the traditional teaching model, the proportion of basic learning is relatively large, so the proportion of each level should be reasonably adjusted according to the actual situation in the school, and the class hours should be divided scientifically, and the proportion of each level of professional teaching, specialty teaching and graduation project should be appropriately increased. For example, at present, programmable control technology belongs to the key content of mechanical and electronic engineering courses in higher vocational colleges. Generally, the professional theory class hours of this course are about 42 class hours to help students learn the theoretical knowledge of programmable control technology. Practical training class hours are about 42 class hours to help students master programming technology on the computer. Therefore, in the teaching process, the proportion of practical training hours can be appropriately increased according to the students' learning progress, so as to improve the students'

learning enthusiasm and enhance their comprehensive quality.

3.3 Innovate teaching methods

In the teaching process of mechanical and electronic engineering major in higher vocational colleges, the theory teaching is relatively monotonous, and the traditional teaching mode is difficult to stimulate students' interest in learning. Therefore, traditional teaching modes and methods should be reformed and innovated, and advanced classroom teaching methods, such as case teaching method, project teaching method, simulation teaching method and module teaching method, should be actively used. By innovating teaching methods, we can change the insufficiency of single teaching mode in the past teaching process, and enhance the vividness and interest in the teaching process of theoretical knowledge. In teaching, a variety of teaching methods can be adopted according to the different teaching contents, reflecting the characteristics of teaching practice combining work with study and demonstrating the diversity of teaching forms. For example, in the course of operation of CNC machine tools and electronic product design and manufacture, the means of network technology can be used. Through the multimedia technology of computer Internet teaching, can intuitively present a variety of graphics, numerical simulation, the formation of audio and video combination, illustrated teaching environment, to provide teachers and students with a large number of teaching resources, stimulate students' thinking ability, increase the understanding and impression of relevant knowledge, improve the quality of learning.

4.CONCLUSION

To sum up, it is urgent to reform and innovate the teaching mode of mechanical and electronic engineering major in higher vocational colleges. We should pay attention to the market-oriented teaching mode, adhere to the student-centered teaching process, constantly innovate teaching methods, improve teaching quality and enhance students' professional skills, so as to continuously supply high-quality talents for the society.

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Research On Marketing and Promotion Strategies of Mongolian Specialty Diet Based On "Internet +"

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Abstract: In the diet civilization of our country, the diet of each nation is an important part of it. Due to the unique geographical environment and national characteristics, the dietary habits and dietary culture formed thereby have gradually become the national characteristics of the diet. From the perspective of Internet +, this paper makes a specific study on the marketing and promotion strategies of Mongolian specialty diet for reference.

Key Words: Internet +; Mongolian; Special Diet; Marketing; Promotion Strategy

1. INTRODUCTION

Through to the Mongolian food culture, heritage and promotion of mining, so as to build a distinctive food culture products system, not only can promote the Mongolian local cultural tourism projects, in the Mongolian characteristics of food market, as well as cultural heritage, let people for mongolians have a more advanced knowledge and understanding. Through the full use of Internet +, the marketing and promotion of Mongolian special food are carried out, and the traditional culture is fully combined with modern marketing techniques to promote the sustainable economic development of Mongolian areas.

2. OVERVIEW OF MONGOLIAN SPECIAL DIET

In China, The Mongolian nationality has a long history. In the long historical development, it has also formed a bright national culture with distinctive dietary characteristics. In the Mongolian diet, the food cultures of many nationalities and countries are gathered together. Moreover, because the Mongolian has many gathering places and the tribal distribution is relatively divided, different food cultures are formed under the influence of different geographical environments and cultures. Generally speaking, the traditional Mongolian food can be divided into several categories, including milk food, meat, fried rice, wild vegetables and so on. The raw material of milk food is natural pure milk, which is taken from horses, cattle, sheep and so on. Milk food formed through the processing and production of milk not only has more types, but also contains rich nutrition and tastes very delicious. It is an indispensable kind of food in the Mongolian diet. For the Mongolian diet culture of milk food, there are white oil, milk skin son, milk tofu, cheese and so on. Secondly, for meat, it is to raise their own or hunting rabbits, sheep, cattle and other meat through a variety of processing and cooking methods, to make food. However, in the Mongolian people horse has a relatively noble status, so generally do not eat horse meat. Again, for fried rice, this

food is convenient to carry, and has good storage, nutrition, often as herdsmen eat dry food. The green food is in the forest and grassland, some can be eaten wild vegetables, these wild vegetables are naturally grown, not only green and pollution-free, and taste good, taste beautiful, but also has rich nutritional components and medicinal value, can strengthen the body, prevent diseases. In addition to the traditional food in the Mongolian diet culture, there are also many special drinks, the first of which is milk drink and tea drink. Milk beverage raw material of this drink is milk and is due to the Mongolian nomadic people, with the development of animal husbandry, they also gradually master the skills and application of the production of milk drinks, can according to the type of milk and seasonal characteristics, through a variety of methods, all kinds of milk beverage production, its on the taste, shape, color are different. Among them, mare's milk wine is one of the most distinctive Mongolian drinks. Mare's milk wine is also called Chege. It is made by adding mare's milk to a skin and hanging it in the sun

3. MARKETING AND PROMOTION STRATEGIES OF MONGOLIAN SPECIALTY DIET UNDER THE BACKGROUND OF INTERNET +

3.1 Establish an online culture platform to promote Mongolian food

It is necessary to make full use of the advantages of the Internet, establish a network culture platform under the Mode of Internet +, and further promote and market Mongolian featured products. For example, some traditional festivals and activities can be effectively used to promote The Mongolian food, so that people can better experience the traditional national food culture under the influence of cultural influence, so as to understand the cultural characteristics and regional customs of the Mongolian. In addition, the online cultural platform can also be used to show the production methods of Mongolian food to the public, and encourage the public to participate in the production and submit homework online. Through the dissemination of cooking techniques, the public can also have greater enthusiasm and interest in Mongolian food, which is conducive to promoting the development of tourism industry [1].

3.2 Make full use of the Internet + new media form

In order to further promote and market Mongolian food culture, we can also carry out specific marketing through modern network technology and new media platforms. Under the situation of Internet +, through the establishment of Mongolian food culture related websites or public accounts, the promotion of food products and

various cultural information is carried out on the top [2]. In addition, can also be in Mongolian local tourism scenic area, to the qr code related to post and print on some cultural products, so that visitors can sweep through the qr code, in the new media platform account concerns related to Mongolian food culture in the online purchase and mailing for foodstuff, so that we can fully use all kinds of media platforms, Let it become an effective carrier to promote Mongolian cuisine. On the map of the scenic spot, the Mongolian food can also be briefly introduced and the two-dimensional code is inserted, and the location of the food can be clearly identified, so as to achieve a better publicity effect of Mongolian food, so that tourists can taste the food culture more convenient and fast. It is necessary to fully use the form of Internet + such new media to spread the Mongolian history, culture and characteristics to the public, so that the public can have a deeper understanding and understanding of the Mongolian food culture, so as to promote the publicity and promotion work.

3.3 Promote the local food industry and use the Internet to build featured brands

With the development of the Internet, under the Internet + mode, the network plays an increasingly important role in the building of food brands. In order to occupy a place in the market, enterprises must have a high degree of brand awareness. In order to realize the marketing and promotion of Mongolian specialty food, we should also pay attention to the brand effect, carry out systematic design for each product to make it have better visual effect, and promote it through the Internet to make people pay more attention to Mongolian food products. Through the output of various hot events and culture, consumers' memory and impression of Mongolian food can be

deepened, so that related enterprises can have higher economic added value in brand building. Can be further combined with the local famous hotels, restaurants or historical legends, celebrities, etc., to fully create the brand characteristics. On this basis, the launch of products with distinct Mongolian characteristics. Under the background of Internet +, further publicity and promotion through the Internet can enhance its national popularity and make the derivative of Mongolian food culture gradually become a local characteristic brand.

4. CONCLUSION

To sum up, due to the unique living environment and natural conditions of the Mongolian people, as well as the living habits formed in the long-term historical development process, the food culture of the Mongolian people is endowed with unique national and regional characteristics. Therefore, it is necessary to strengthen the promotion and marketing of Mongolian diet in the context of Internet + to promote the development of local tourism and economy.

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Exploration And Practice of College English Blended Teaching Mode

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Abstract: In all kinds of industries, information technology has been widely used, the significance of blended teaching mode is more obvious, during the development of college English education, has also achieved practical results. This paper explores the situation of college English classroom education, and provides some ideas on how to apply the blended teaching method more flexibly according to the advantages of the blended teaching mode during the development of education.

Key Words: Blended Teaching; College English; Teaching Mode

1. INTRODUCTION

The application of network technology has played a positive role in college English education. However, in this process, there are still many negative situations in the application of network education, such as the failure to make targeted adjustments according to students' own development. Therefore, college English teaching can integrate offline and online teaching, and use the blended teaching method, so that college English teaching can better meet the needs of society, and cultivate professional talents with practical ability.

2. THE IMPORTANCE OF CARRYING OUT MIXED ENGLISH TEACHING

For hybrid method of teaching is concerned, a large number of scholars on the education industry has a different way of reading, in all kinds of interpretation, the most widely recognized for its teaching concept of ideas, to the role of information technology and network technology in education for real reflected, at the same time, the mixture of the organic and traditional education, in addition, Then, the effectiveness of teacher education guidance and students' independent learning in the blended teaching method is fully realized [1].

3. REAL PROBLEMS IN COLLEGE ENGLISH TEACHING

Although the country pays great attention to English education, due to the differences in the development of different regions, students have different deficiencies in the early stage of English learning. As a result, students admitted to universities show different levels in Terms of English ability. During the period of middle school English education to carry out, is often used around examination training as the core, learning method, a large number of students is difficult to get spoken language exercise, students not only have no formal spoken voice, at the same time, the lack of enthusiasm and ability to use English conversation with others allows the students have defects in English related quality point of view. Even in

the development of college English education, with teachers' strong encouragement and guidance, a large number of students still avoid answering questions and talking in English, which makes it difficult to achieve good results in college English education. At the same time, a large number of students find it difficult to understand the significance of English education, and some students believe that the purpose of college English education is only to pass CET4/CET6, and then obtain the graduation certificate. Therefore, after entering the society, a large number of college students lack the ability to use English to talk with others, which makes the depth of practice of college English education greatly questioned, and the importance of English teaching can hardly be reflected [2].

In order to improve the present awkward situation of college English education, the mixed teaching method has been gradually applied during the development of college English education, but there are still some situations in the specific application process. When the blended teaching method is applied, a large number of universities are only exploring for it. Due to the lack of practical concentration of educational resources, educational resources overlap and other situations occur, which affects students' learning effectiveness and speed. In addition, the teaching purpose of this model is not obvious. Teachers lack all-round and three-dimensional planning of the teaching plan. Usually, after the application of educational resources for a period of teaching, there is no further teaching purpose guidance, which makes it difficult to continue to promote the teaching progress. At the same time, the offline and online teaching objectives are still vague, which makes it difficult to maintain students' subjective initiative.

4. APPLICATION OF BLENDED TEACHING IN TEACHING

4.1 Improve learning style

English is a universal language, which needs to be used in many situations after graduation. Therefore, the teaching of English should not only be carried out in writing, but also should be practiced in practice. The mixed teaching mode can effectively reverse the situation that students do not like to talk in English. On the one hand, teachers can combine the English teaching methods of many famous school experts or excellent teachers, and at the same time, teach students various learning methods, so that students can choose their own learning methods. At the same time, students can combine practical and reliable learning methods outside the classroom to train their oral English, and then improve their comprehensive English ability. On the other hand, teachers can organize activities related to English communication in class, and guide students to use

English to have a conversation in class, so as to better achieve the teaching purpose. In this mode, students can express themselves more confidently in class through practical exercise and practice outside class, and prevent a large number of students from being unsure of their oral English and being ashamed of opening their mouths. At the same time, the blended teaching method can reflect students' interest in learning to a great extent, and it also plays a particularly critical role in improving students' thinking and expression levels.

4.2 Expand learning content

English teaching is closely related to daily life. During the education period, teachers should be able to guide students to use offline and online facilities to learn from different perspectives of life. In class, teachers can combine the specific situation of students to create targeted groups, in the case of students facing problems, they can carry out discussions, at the same time, should create corresponding QQ or wechat groups, so that English teaching can be well reflected in offline and online. At the same time, teachers can choose a more diverse education factors, combined with the needs of the students, teaching plan formulation, the comprehensive application of classroom interaction, to mobilize students' subjective initiative, and then to apply all kinds of Internet teaching mode, all-round, three-dimensional supply excellent teaching platform to the students, cultivate the students to master the basic theories of understanding and practice. It can also help students. When they face problems in daily life, they can quickly obtain the help of teachers, so that students can flexibly explore and analyze English knowledge from different angles, and at the same time, they can continuously improve their English conversation level.

4.3 Enrich teaching evaluation

For the blended college English education method, its evaluation is particularly critical, which can directly judge teachers' teaching and students' learning results. It can be completed through various channels such as Internet platforms and smartphone apps, and can improve and

innovate traditional education evaluation, so that English education evaluation can be more systematic and objective. For the evaluation of college English mixed education, students' learning can be divided into five aspects: homework completion, class attendance, final exam scores, activity participation and Internet platform scores. Through Internet English teaching platform and smartphone APP, we can complete the service of publishing class assignments and pushing teaching content. At the same time, students can choose their own learning time and learning content. In addition, due to the strong interactive ability of the Internet platform, teachers and students can communicate with each other and enhance the depth of interaction between them. At the same time, teachers can evaluate the specific performance of students through the mixed method, and comprehensively summarize the number of students' network interaction, classroom performance and homework submission, so as to complete the real-time control of students' learning status.

5.CONCLUSION

At present, the application of blended teaching method in college English can effectively activate students' subjective initiative, which is of great help to cultivate students' self-learning level and can achieve more excellent educational results. During this period, teachers should continue to explore and innovate, build a better blended teaching mode, and make more effective use of it in college English teaching.

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Discussion On the Current Situation and Effective Countermeasures of Curriculum Setting of Physical Education and Training Science in Colleges and Universities

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Abstract: Physical education training to learn professional belongs to an important subject of the physical education teaching in colleges and universities, from various different teaching conditions, teaching idea, the influence of such factors as cause sports training professional course teaching effect is different, some colleges and universities focus on academic research, there are also some universities pay more attention to the improvement of skills and practical ability. This paper will analyze the current situation and effective countermeasures of physical education training courses in colleges and universities.

Key Words: Physical Education; Major Of Training Science; Colleges And Universities

1. INTRODUCTION

At present, most colleges and universities have set up the course of physical education teaching and training science, but because of the differences of teaching philosophy and teaching environment in various colleges and universities, so there are certain differences in the setting of physical education teaching and training science. From the perspective of school types, comprehensive colleges and universities and physical education colleges are the main bodies to set up physical education and training specialty. In terms of teaching philosophy, some universities pay attention to academic theory, while others pay attention to professional skills. To this end, this paper mainly analyzes the current situation of physical education training courses in colleges and universities, and puts forward relevant countermeasures.

2. CURRENT SITUATION OF CURRICULUM SETTING OF PHYSICAL EDUCATION AND TRAINING IN COLLEGES AND UNIVERSITIES

2.1 Lack of infrastructure

Physical education and training courses need supporting venues and facilities, but due to the influence of various factors, the number of physical infrastructure in many universities is still insufficient, mainly manifested as the lack of training venues, maintenance work is not in place, obsolete sports equipment and so on. In short, at present, the hardware condition of physical education training courses in colleges and universities has not yet been able to meet the needs of teachers and students, and it is urgent to solve the problem of inadequate infrastructure.

2.2 Lack of rationality in course setting

Physical education and training courses in colleges and

universities cover two types: compulsory and elective courses, which are different in terms of credit hours and credits, and different colleges and universities set different credits and credit hours. Physical education colleges and universities, as physical education colleges, have more professional, so the curriculum of physical education and training is relatively reasonable. However, comprehensive colleges and universities lack rationality in curriculum setting, which is manifested in less class hours, lower credits, conflicts in curriculum arrangement and so on. To some extent, it reflects that comprehensive colleges and universities do not pay enough attention to physical education and training courses. When physical education and training courses are required courses, they are assigned longer periods, while when they are elective courses, they are assigned shorter periods, which is a huge difference. Even as a required course, in different colleges and universities, physical education and training courses have different periods.

2.3 Relatively backward teaching methods

At present, the physical education teaching form in most universities is basically the same, mainly using the traditional teaching mode, that is, the teacher first through the textbook to explain the theoretical knowledge, and then demonstrate the corresponding movements, by the students to practice independently, and finally the final assessment. But this kind of teaching mode is relatively backward, which restricts the theory and practice teaching to a great extent and makes the teaching content only superficial. Reflects the current physical education curriculum in teachers did not of innovation teaching methods accordingly, both the school and teachers are not enough emphasis on physical education curriculum teaching, also causes students to gradually form the professional courses of physical education and training is not important thought, focus on achievement is up to standard, do not attach importance to their own professional skills, teaching effect did not reach the expected goal. In addition, at present, many colleges and universities physical education training major assessment method is too simple, usually only the final assessment, resulting in students do not pay attention to the course learning process, directly affect the teaching effect.

3. COPING STRATEGIES FOR CURRICULUM SETTING OF PHYSICAL EDUCATION AND TRAINING SCIENCE IN COLLEGES AND UNIVERSITIES

3.1 Optimize supporting facilities

The foundation of the curriculum of physical education and training is to have good teaching conditions, and the school should constantly improve the teaching conditions to ensure that the curriculum is scientific and reasonable. During the teaching period, physical education and training major has high requirements on teaching venues, which require indoor and outdoor training venues [1]. Colleges and universities, based on their own actual environment, develop sports training places to the greatest extent, and do a good job in the corresponding maintenance work, to provide a good teaching environment. At the same time, replace old teaching equipment at any time, timely supplement new teaching equipment. Teachers should also pay attention to the needs of the site and sports equipment, and report to the superior, so as to facilitate the timely purchase of relevant teaching equipment. Strengthen the management of sports infrastructure such as basketball court and football field, timely repair the problems existing in the field, constantly improve physical education infrastructure, to provide good teaching conditions for the curriculum of physical education and training science.

3.2 Reasonable adjustment of professional courses

The courses of physical education and training are both theoretical and practical, so the setting of the courses should not only be a formality, but also consider the teaching effectiveness [2]. In order to achieve the purpose of teaching, sufficient credit hours should be guaranteed, so that students can understand and master professional theories and skills, and combine theory with practice. When the class time is insufficient, the teacher can only focus on theory or practice, unable to complete the corresponding teaching objectives. And the class hour is too much, also can squeeze other subjects teaching time. Therefore, when setting up physical education and training courses, we need to make scientific and reasonable adjustments to ensure that the class hours are in a reasonable range. At the same time, for the course assessment, a phased assessment form should be established, and the assessment results of each stage should be included in the final course assessment.

3.3 Enhance the professional level of PE teachers

Physical education teachers are the key to the realization of physical education teaching objectives. Therefore, teachers should be assessed regularly, and their teaching methods, theoretical knowledge and professional skills should be evaluated to understand whether teachers have innovative teaching consciousness [3]. For the newly introduced teaching mode, colleges and universities

should evaluate the teachers in time to check whether they can grasp the new teaching mode effectively. In the teaching process, teachers should make teaching forms diversified, such as setting up basketball, football and other team games, and record students' participation and include them in the performance assessment. At present, many sports can be taught in a limited number of hours without taking too long. And team sports can enhance students' team spirit and cooperation ability. In the course of the teaching of physical education and training, it is inevitable that sports injuries will occur, among which improper movements of students are one of the factors that cause sports injuries. Therefore, in the teaching process, it is necessary to correct students' non-standard actions in time. Teachers can use videos and other means to record the students' movement process, organize students to play and watch, focus on the analysis of existing problems, and give targeted guidance.

4. CONCLUSION

To sum up, the curriculum of physical education and training is of great significance to the training of professional sports talents and the improvement of students' physical and mental health. In the course setting process of physical education and training science, colleges and universities need to attach importance to the financial investment of physical education and training science in combination with the actual situation in the school, provide a good teaching environment for teachers and students as far as possible, meet the teaching needs, and do a good job of logistic support for teaching work. At the same time, PE teachers should constantly improve their professional ability, innovate teaching methods and improve teaching quality.

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The Application of Cross-Cultural Awareness in Business English translation

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Abstract: With the increasing of international communication activities, business English plays an increasingly prominent role in business communication activities. In order to ensure the quality of business communication and the smooth progress of business activities, it is necessary to improve the accuracy of business English translation. Cross-cultural awareness plays an important role in guiding business English translation and is conducive to promoting translation level. To do this. This paper mainly analyzes the application of cross-cultural awareness in business English translation.

Key Words: Cross-Cultural Consciousness; Business English; Translation

1. INTRODUCTION

At present, China's social and economic development has been sustained and sound, and China's foreign trade has been growing steadily. Business English plays a key role in this process. Business English belongs to English discipline is an important content, compared with other English content has a certain particularity, due to the business activities cover a broad range, to be involved in various professional domain knowledge in the process of translation, the demand is higher, so business English translation of business English translation accuracy directly affect the stability of business communication activities [1]. Therefore, it is necessary to improve translators' cross-cultural awareness and enhance their translation ability, so that translators can accurately convey the information expressed by both sides and create an equal communication environment. To do this. This paper mainly analyzes the application of cross-cultural awareness in business English translation.

2. THE APPLICATION OF CROSS-CULTURAL AWARENESS IN BUSINESS ENGLISH TRANSLATION

2.1 Analyze cultural differences and enhance translators' cross-cultural awareness

Business English translation is not limited to the change of language meaning, but more importantly, an in-depth analysis of cultural differences between the two sides. In business English translation, if only superficial translation of the language is carried out without in-depth analysis of the content contained in the language, the language and cultural background of the other party will not be fully understood, and readers will greatly increase the difficulty of understanding the language [2]. As for how to improve the quality and accuracy of business English translation, only when translators fully grasp the background and culture of the target language and understand the deep connotation of business English can they understand the

content of the target language and achieve more accurate translation.

2.2 Accurately translate all parts of business English Business English belongs to the main language of international business communication activities. Therefore, in the process of translation of business communication and interaction, all parts of information need to be accurately translated to reflect cross-cultural awareness, which can be summarized in the following aspects.

2.2.1 Application of cross-cultural awareness in trademark translation

A large number of commodities are covered in business activities, while trademarks are an indispensable part of products and a representative sign of commodities, which centrally display the image of commodities [3]. Trademarks have the same effect as business cards. In the process of trademark translation, it is necessary to try to be concise, accurate and easy to understand, so that it can be accepted by the public and left a deep impression on consumers, which is of great significance for promoting the development of business activities. For example, "Pentium" belongs to a chip product, domestic translation for Pentium; "McDonald" belongs to the foreign fried chicken hamburger chain brand, domestic translation for McDonald's; "Docare" belongs to color cotton products, domestic translation for color. The translation of the above trademarks embodies the principles of eye-catching, clear and concise, attracting the attention of consumers and promoting business communication. As a concentrated reflection of the nature of goods, trademarks also contain the attributes of goods, and are an important way to present goods. Therefore, in trademark translation, cross-cultural awareness should be rationally applied to understand the cultural background of the target language, which is conducive to consumers' understanding. For example, "Yahoo! It is a representative Internet search engine, which is translated as Yahoo in Korea. This is a good embodiment of cross-cultural awareness, "tiger" is the king of beasts, in the hearts of the Chinese people with majesty, power and power and other meanings, reflecting the "Yahoo" in the Internet enterprise status. Because "tiger" has a sense of majesty, in order to reduce the sense of distance, in "tiger" before the word "elegant", create a clever image, make it more close to the consumer, in line with the user favorite. The English translation of trademarks needs to pay attention to the influence of cultural differences, and the interpretation and translation of foreign characteristic words should be carried out in the local language, which is in line with the social development situation and promotes consumption. At the

same time, attention should be paid to cultural differences in the entry of domestic trademarks into foreign markets, and the interaction between local culture and foreign culture should be enhanced to reflect cross-cultural awareness in trademark translation.

2.2.2 Application of cross-cultural awareness in advertising translation

Advertising is an important part of business activities, is also one of the main means to publicize goods, through advertising to stimulate consumption, stimulate the desire to consume, improve the economic benefits of goods. However, due to the obvious differences in cultural backgrounds of different countries, each country and nation has its own unique understanding of advertising content. In the process of advertising translation, it is necessary to deeply analyze the main content, product characteristics and planning scheme of the advertisement, grasp the key points of the advertisement, and on this basis can ensure the accuracy of the English translation of the advertisement. For example, chrysanthemums have long represented qualities such as tenacity and seclusion in the minds of Chinese people, which have good connotations. In some other countries, however, the chrysanthemum has the opposite meaning. The French consider the chrysanthemum, like the peacock, to be unlucky despite its bright appearance. So in the advertising English translation, the translators need to have the cross-cultural awareness, respect for cultural differences among nations, for the target language cultural background has the basic common sense, to avoid foreign culture is taboo, prevent a misnomer, as far as possible when local language translation and foreign language, facilitate foreigners understand accept, improve advertising effectiveness, promote business communication.

2.2.3 Application of cross-cultural awareness in business translation

Business English translation in business activities is the basis of business communication. In the process of translation, translators should fully understand the cultural background of the other side, master the language environment and language habits of different countries, clearly and accurately express the meaning of both sides' languages, reasonably avoid the cultural taboos of the other side, skillfully deal with the general and unclear situation, reflect the focus of business communication, and promote international business communication and

cooperation. For example, in international business activities, when the foreign business people express their gratitude to our country for what we have done, the Chinese people will usually answer with "it is what we should do". However, a direct translation of this sentence may misinterpret it as a matter of job requirement, resulting in a misinterpretation of the meaning. Therefore, in the actual process of business English translation, translators should take into account the cultural differences of different countries and use more appropriate answers such as "It's my pleasure" or "With pleasure" to accurately express the meaning of our staff and reduce the occurrence of misunderstandings.

3.CONCLUSION

To sum up, in the process of globalization, foreign exchange activities are closer, and business communication activities pay more attention to the role of business English, providing a broad space for the development of business English translation. In the process of business English translation, it is necessary to cultivate translators' cross-cultural awareness, respect cultural differences, ensure the accuracy of translation content, transmit accurate and effective information, promote the continuous improvement of business English translation quality, and serve business activities better.

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Exploration On the Integration of Information Technology and College English Teaching Under the Background of Educational Informatization

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Abstract: With the improvement of the level of science and technology, the society has entered the information age, and the background of education information comes with it, which brings innovation opportunities to college English but also puts forward higher requirements. Based on this, this paper discusses the necessity of the integration of information technology and college English teaching under this background, and focuses on exploring the integration path for reference.

Key Words: Education Informatization; Information Technology; College English; Integration Of Teaching

1. INTRODUCTION

With the rapid development of information technology, it has become an important auxiliary tool in college English teaching. However, in the process of integrating English education and information technology, there are some problems such as the superposition of simple teaching modes, which fails to give full play to the role of information technology. In order to improve the teaching quality, it is necessary to explore the integration of information technology and English teaching.

2. DISCUSS THE NECESSITY OF INTEGRATING COLLEGE ENGLISH TEACHING WITH INFORMATION TECHNOLOGY IN THE CONTEXT OF EDUCATIONAL INFORMATIZATION

In the past, the traditional college English teaching mode is too single, the classroom atmosphere is relatively boring, and it is limited by time and space. However, by combining information technology, it can meet the needs of modern teaching, stimulate students' interest in learning by various teaching methods, exercise students' ability of independent learning and inquiry, so as to improve the quality of teaching and promote the formation and development of students' Core English literacy.

3. EXPLORE THE EFFECTIVE WAY OF TEACHING COLLEGE ENGLISH WITH INFORMATION TECHNOLOGY UNDER THE BACKGROUND OF EDUCATIONAL INFORMATIZATION

3.1 Integrate course resources based on the background of educational informatization

Curriculum resources is to develop college English teaching, the important basis and prerequisite for achieving education, therefore, under the background of education informatization, integration of information technology and college English teaching should be fundamentally to carry on the organic fusion, namely

choose online education resources related to the teaching content, and with the help of information platform to carry out the education resources optimization and the unification, Lay a good foundation for the realization of the informatization goal of college English education. In college English curriculum resources integration process, the teacher should give full play to the characteristics of the convenience of information technology, search, collect related education resources, and then filtered according to the teaching content and arrangement, according to the students' learning needs to use information technology to deal with education resources, make its have a variety of learning forms, so as to meet the demand of college English teaching. It is worth noting that the developed college English course should have strong adaptability, that is, it can be suitable for multimedia resource base, network course and learning website and other educational platforms, so as to realize the real integration and optimization of English education information resources. In addition, when integrating course resources, we should focus on foreign countries and search for cutting-edge course resources by using the network platform, so as to achieve the organic integration of information technology and college English teaching and lay a good foundation for the development of teaching.

3.2 Make full use of online platforms

After the integration of college English education information resources, it is necessary to build a network platform according to the actual conditions and needs, that is, an information-based educational environment network, so as to provide a platform for friendly communication and problem discussion between teachers and students. Will be offline, for example, the college English education lesson and longed for, with the aid of MOOCS free English resources, and use the college English teaching and education resources, by combining with the characteristics of specific teaching pertinence, differentiated education program and university English teaching methods, according to the students' actual level and adaptability to carry out the teaching work. At the same time, will be key to college English teaching and its combination, such as English writing, listening comprehension, translation skills, oral English and reading English, improve the utilization rate of fragmentation time outside the classroom, and expand the content of the classroom teaching, thus to carry out the diversified education, create a good teaching and learning

environment, flexible, meet the demand of students' English learning. In addition, with the help of the online education platform of communication, as between the teachers and students, real-time communication provides a bridge between different parts of the learners, by sharing knowledge, learning method and around certain issues and topic discussion, can exercise effectively the students' ability of independent thinking and exploration, train their creative and innovative thinking. Online platforms not only promote the organic integration of college English teaching and information technology, but also provide teachers and students with a broad educational space and conditions for independent thinking and learning [1].

3.3 Innovative teaching mode

The application of information technology in college English teaching effectively breaks the limitation of time and space and deepens the reform of college English. In addition, it supports the forms of network platform and computer, which also promotes the individualized development of students and realizes the two-way development of independent education and learning. Therefore, in the integration of information technology and college English, the original teaching mode should be integrated with information technology, and at the same time, the curriculum should be combined, so as to reflect the practicability of college English teaching content and improve the teaching efficiency and quality. In the actual process of integration, it is mainly based on college English courses and combined with information technology to form an integrated education mode, break the previous single English knowledge teaching mode, and improve the limitations of traditional offline classroom English teaching, so as to enhance the flexibility of teaching activities. During the innovation of teaching mode, teachers should also reference education plans and patterns, specific teaching characteristics, and learning methods, teaching evaluation and online communication, management module innovation, give full play to the role of the online teaching records, make it can detect the college English curriculum requirements and the teachers' understanding of curriculum structure, to ensure conformity of the teaching quality. In addition, when innovating the teaching mode, it is better to implement the mixed online and offline education mode, fully integrate the advantages of the two teaching modes and respect students' dominant position in teaching activities, so as to achieve the teaching purpose and deepen the reform of college English teaching.

3.4 Design information teaching link

Along with the education to the attention of the online education mode, reflect the market a large number of online education platform, greatly enriched the teaching form, therefore, to carry out the integration of information technology and college English teaching, teachers can make use of network information technology to carry out the offline English teaching work, or in combination with reverse in class teaching. Specifically, before class, teachers use the online teaching platform to collect educational resources related to teaching content, integrate them, and upload them to the education platform for students to browse, download and learn by themselves, so as to improve the quality of course introduction [2]. In class, teachers can introduce oral English teaching and video teaching to deepen students' understanding and expansion of what they have learned by cooperating with English textbooks. In this process, teaching methods such as group discussion or role-playing dialogue can be combined to improve the vividness and fun of teaching. At the same time, combined with the social current affairs, the use of mobile intelligent devices and software to carry out current affairs news English teaching and training, using a variety of teaching modes to meet the teaching needs of students, the implementation of online interactive education, so as to rely on clever teaching design to improve the quality of teaching, to achieve the organic integration of information technology.

4. CONCLUSION

To sum up, information technology has great practical significance for improving the quality and efficiency of college English teaching. Therefore, in the context of educational informatization, it is necessary to combine information technology to design teaching links, innovate teaching modes, and integrate resources, so as to promote the completion of teaching tasks and improve the effectiveness of teaching.

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Explore The Computer Network Security and Countermeasures in The Cloud Computing Environment

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Abstract: As a product of the continuous development of the network, cloud computing is favored by users because of its powerful data storage capacity. However, security problems also occur from time to time. How to ensure that users can be effectively protected in the process of data storage and data sharing has become the current difficulty to overcome. This paper analyzes the computer network security problems in the cloud computing environment and puts forward some effective measures.

Key Words: Cloud Computing; Computer Network Security; Response

1. INTRODUCTION

Cloud computing is the "Internet +" environment to produce a new concept, it mainly through the network communication technology, data mining technology, such as large data processing technology to build a network computing model, has a strong ability of calculation, data storage, resource sharing, its outstanding performance in to expand the computer data storage, bringing great user use [1]. However, it is followed by a variety of security issues, network virus, hacker attacks and so on can pose a threat to cloud computing. Therefore, how to ensure the security of computer network has become a big problem in the use of cloud computing.

2. COMPUTER NETWORK SECURITY IN THE CLOUD COMPUTING ENVIRONMENT

2.1 Data storage problems

The most obvious benefit of cloud computing is increased data storage. Traditional network storage can carry limited and fixed information, which is difficult to access at any time. While cloud computing can store data on the network, the amount of information that can be stored is almost unlimited, and at the same time, resource sharing can be realized very well, which is convenient and fast. This is a quick way, however, allows the user to the dependence of the cloud computing more and more high, almost no longer USES the traditional way of storage, once the damage to the computer network, the data in the cloud system will face the risk of loss, damage to users will be immeasurably, so how to guarantee the security of data stored in the cloud computing, Become an inevitable problem of cloud computing.

2.2 Security of data sharing

Cloud computing provides people with a convenient data sharing mode. Through the network, resource sharing between different devices can be realized, which breaks through the time and space limits of traditional data sharing and greatly facilitates people's lives. However, the

security problem in the process of data sharing cannot be ignored. First of all, the confidentiality of the data, the communication between general enterprises will involve a variety of confidential documents, if in the process of transmission was attacked by hackers resulting in the disclosure of the contents of the documents, will cause irreparable losses to the enterprise. Secondly, in the process of data transmission, how to ensure that the data will not be illegally used by others is the challenge in the process of data sharing.

2.3 Problems of technology application

In the process of computer use, users cannot identify fake networks or computer viruses due to their weak discrimination ability, which leads to the intrusion of the cloud system and data loss, which seriously threatens the security of users' computer use. In addition, some suppliers of technical personnel application level is also directly related to the safety of users, if the technical level is not enough to cause operational errors, users will also suffer a lot of losses. Therefore, it is necessary to continuously enhance the technical level of cloud computing providers and build effective firewalls to ensure the safety of users.

3. COUNTERMEASURES FOR COMPUTER NETWORK SECURITY IN THE CLOUD COMPUTING ENVIRONMENT

After grasping the security problems that may occur in the use of computer network under cloud computing, corresponding countermeasures should be taken, which can be divided into the following aspects:

3.1 Enhance data storage security

Since cloud computing technology stores data through the network, how to protect the data stored by users from leakage and loss is the first issue that operators should consider. Only by ensuring the security of data storage can users use the data at ease. First choice of cloud computing service providers, and cloud computing as a mature technology, many service providers can provide the corresponding services, but in fact level there is a big gap between service providers, so as the user when selecting a service provider, as far as possible choose better credit records service, also is a kind of consideration for the safety of data storage. In addition, attention should also be paid to the application of encryption technology, which encrypts the data sharing process through PGP, Hishmail and other encryption technologies, so as to improve data security and prevent data from being leaked or stolen [2].

3.2 Enhancing User Authentication

The user's account is directly related to the storage and use

of data, so the importance of enhancing user authentication procedures can be seen. Through user authentication, the security of the user's computer environment can be confirmed and the confidentiality of information can be guaranteed. In the actual use process, the form of password is usually used for user authentication, and the setting of password tends to be more complex, so as to increase the computing program to ensure the security of user information. In addition, audit can be applied to user security authentication, including common devices and addresses of users in the scope of audit, and timely remind users when remote login occurs to control the use of accounts by third parties or illegal users and improve account security.

3.3 Setting up a Virus Defense System

At present, computer virus is the biggest threat to the security of computer network. It can take advantage of the vulnerabilities of the cloud system to attack, so as to destroy and steal user information, so it must be focused on prevention. Through the installation of security patches in the computer form, reduce the possibility of being invaded by viruses, firewall as the most widely used protection technology, can effectively resist Trojan, virus and other intrusion, mainly through the separation of the internal and external servers of the computer form, to protect network security. Secondly, users should also constantly improve the awareness of the virus prevention, in the computer by installing anti-virus software regularly for computer virus detection and anti-virus, at the same time to enhance the ability to identify the insecure network, for the unknown origin of the network do not enter at will, to create a good, safe network environment for themselves.

3.4 Improve relevant laws and regulations

The emergence of cloud computing is relatively short, many things are still in the development stage, so for this aspect of the laws and regulations have not been fully established, the lack of strong means to regulate, leading to computer network security concerns. Therefore, to

improve the security of computer network use under cloud computing, we must rely on the power of the government, through the relevant departments to supervise network security, establish and improve the relevant laws and regulations system, to improve the security of the network. The function of law lies in its binding force, which is multifarious. Firstly, service providers should be regulated by law to ensure the legal operation of cloud computing systems. Secondly, users, as users of computer networks, are also restricted in their use behavior and cannot use the network for any illegal or criminal acts. In addition, the state has the responsibility to combat theft of user information and damage to the online environment, and to build a safe and reliable environment for people to use the Internet.

4.CONCLUSION

With the continuous popularization of cloud computing technology, computer network security has become an issue of concern to everyone. When the network security is threatened, citizens' personal information and privacy will be lost. Therefore, measures must be taken to deal with it. To maintain network security, it is not only necessary to improve the level of network technology and enhance the security measures, but also need the government's supervision and support. Citizens also need to constantly improve the ability to identify fake networks, so that the cooperation of various parties can truly build a safe network environment.

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Investigation And Research on Online Learning Satisfaction of International Students During the Epidemic

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Abstract: This article focuses on the online learning satisfaction of international students in Jiangsu Maritime Institute. Through collecting and consulting literature to analyze the online learning satisfaction and influencing factors of international students. The research results found that learning platform, learning environment, teachers and learners are all related to satisfaction, finally it proposes strategies to improve the online learning satisfaction from the aspects of online equipment, environment, teachers and students.

Keywords: Epidemic; International Students; Online Learning; Satisfaction

1. INTRODUCTION

Affected by the new crown pneumonia epidemic in early 2020, with the positive response of the Ministry of Education, colleges and primary schools across the country have temporarily launched intense online teaching activities. Since teachers and students did not have too much time to prepare and adapt, large-scale online teaching activities were carried out in a hurry. This is even more difficult for foreign students to learn online. At present, online teaching activities in domestic schools have ended, and college students across the country have begun offline classroom learning. However, foreign students still study online. Due to the special circumstances of foreign students, online learning will encounter various problems, so the online learning situation of international students is worth studying.

2. THE OVERALL SITUATION OF ONLINE TEACHING

During the epidemic, the online teaching of international students in Jiangsu Maritime covered the 2016-2020 level. There were more than 50 online teaching teachers. The majors courses were: Chinese Language Education, Chinese Language Education, International Economics and Trade, etc., APPs used for online teaching include: Tencent Conference, Enterprise WeChat, ZOOM, WeChat, Xuetong, etc. Online teaching is mainly live broadcast, live broadcast + recorded broadcast. The online teaching methods adopted are: Tencent Conference+WeChat, Enterprise WeChat + WeChat, Learning Communication+Dingding, Dingding+WeChat, Tencent Conference + WeChat + EV screen recording, etc. Teachers must keep a record of their teaching work every day, reflecting the class time and APP used. Teachers supervise students through WeChat, DingTalk, and classroom questions. Due to geographical differences and network conditions, online learning during the epidemic

caused uncontrollable factors such as delays in student connections, timeouts in login, difficulties in monitoring, attendance records, and delays in student submission of homework. It is understood that some international students feel that online learning is not as good as offline classes and have applied for suspension or withdrawal.

3. ANALYSIS OF THE REASONS AFFECTING THE SATISFACTION OF FOREIGN STUDENTS IN ONLINE CHINESE LEARNING.

From a comprehensive analysis, the online learning satisfaction of international students is affected by the following factors. Previously, the online learning environment could go to a place with a good environment and quiet, but the impact of the epidemic could only be at home, and learning at home would be a little disturbing. The previous online course teacher will come to class according to your time difference, but all the class time during the epidemic period is still the same as the offline class time. The previous online courses may be one-to-one or the number of people is small. Teachers can take care of every student in online classes. During the epidemic, there are as many online classes as offline classes. In the case of large numbers of teachers, teachers can take care of every student. It may be difficult to take care of every student.

4. MEASURES TO IMPROVE THE SATISFACTION OF INTERNATIONAL STUDENTS WITH ONLINE CHINESE LEARNING.

4.1 Diversified learning platforms, choose the right learning platform

The author conducted a survey on the APPs used by international students for online learning, and found that the APPs used by students include: WeChat, Tencent Conference, Enterprise WeChat, ZOOM, Tencent Classroom, etc. Among them, WeChat, Tencent Meeting use the largest number of people. Because different teachers use different learning platforms, international students have downloaded more learning apps. However, from interviews, I found that the favorite apps of international students are ZOOM and Tencent Meeting, because they are easy to use, convenient and not too stuck. Therefore, when choosing a learning platform, teachers should communicate with students, see which apps students like to use, and seek the opinions of most international students. Only by fully understanding students' needs and ideas can teachers conduct online teaching better and smoothly. Or unify learning apps that are easy to use to prevent too many learning apps from causing inconvenience to international students.

4.2 Optimize the learning platform and create a platform that students are satisfied with

From the survey of several issues in the dimensions of the learning platform, the various service functions of the online learning platform fail to meet the learning needs of students, the clarity of the platform's pictures and sounds is also average, and the platform's stability is also average. Because this has made some requirements for the development of platform functions, I hope to develop a fully functional online learning APP, so that students don't have to download too many APPs and do not occupy too much memory, so that the mobile phone will run faster. Some. The person in charge of each platform maintains the stability of the platform as much as possible and checks the platform from time to time. In addition, it is also necessary to optimize the clarity of the platform's pictures and sounds to increase students' satisfaction in these aspects.

4.3 Provide technical guidance and strengthen background management

First of all, the management personnel are very professional in this aspect. When a student or teacher has a problem, the management personnel can solve the problem in a timely manner. Secondly, the technical manager needs to be on duty during the teacher's class, and when there is a problem, they can respond in time to avoid affecting the mood of the students in class.

Teachers can prepare more activities suitable for online teaching to allow students to participate more in the classroom, so that students will not appear bored and sleepy through the screen, and at the same time can improve students' interest in learning and attract students' attention to learning. Therefore, teachers are required to make adjustments in teaching design and design more activities that can interact with students more.

4.4 Students should improve the ability of self-monitoring and autonomous learning

Online learning is more about independent learning by international students, and teachers will also supervise them in various ways, but it is a test for students with poor learning self-control. The theory of autonomous learning points out: learners can be responsible for their own learning in the learning process, so they need conscious monitoring ability and autonomous learning ability. Therefore, students studying in Thailand should realize that learning Chinese is their own business and what their purpose is to learn Chinese. Therefore, they must be responsible for themselves and try to overcome their own bad habits that are not very restrictive. It is normal to have inattention in class, after all, long-term online learning also needs adjustment. When I don't understand, I can't just ignore it. I'm playing the instructional video, but I'm doing other things. This is an irresponsible behavior for

one's own learning. Even if you don't understand, listen to the teacher's other content first, and you can ask the teacher during the break. Another thing is to make advance predictions before class, draw out the knowledge points that you don't understand, and listen to the class in a targeted manner. In addition, international students can also formulate a study plan for themselves according to their study habits and learning results, so that they can supervise their studies.

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Construction of Digital Marketing Communication Channel System and Performance Evaluation Analysis of County Agricultural Products

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Abstract: With people's pursuit of healthy life, all kinds of agricultural products have become commodities favored by consumers, and all kinds of agricultural products are competing to emerge. In the highly competitive market, how to highlight the encirclement of county agricultural products can only rely on digital marketing. By constructing the digital marketing communication channel system and establishing the performance evaluation system, we can continuously optimize the effect of digital marketing and promote the sales of agricultural products in the county.

Key Words: County Agricultural Products; Digital Marketing; Communication Channels; Performance Appraisal

1. INTRODUCTION

With the development of network technology, concepts such as big data and cloud computing have emerged one after another, injecting new vitality into the development of all walks of life. As a key project of county economic development, how to improve the popularity of county agricultural products and thus enhance the sales of county agricultural products has become a dilemma for the development of county agricultural products, and the development of network technology just provides it with a new opportunity to build a complete digital marketing system by building a digital marketing communication channel system of county agricultural products. It can effectively promote the development of county agricultural products.

2. CONCEPT OF DIGITAL MARKETING

The so-called digital marketing is a marketing method to realize the marketing purpose with the help of Internet, computer communication technology and digital interactive media. It has become the main marketing method at present. Digital marketing will make use of today's computer network technology as much as possible to seek new markets and tap new consumers in the most effective and cost-effective way. Through digital multimedia channels, such as telephone, SMS, e-mail and network platform, it can become a means of digital marketing, so as to realize the accuracy of marketing, the quantification and digitization of results. Different from the traditional marketing methods such as newspapers and paper leaflets, digital marketing is more convenient, has a wider marketing scope, covers more people, and has a greater impact on marketing. It has become a more

popular marketing method in the current industry [1].

3. CONSTRUCTION OF COMMUNICATION SYSTEM FOR DIGITAL MARKETING OF COUNTY AGRICULTURAL PRODUCTS

Under the influence of various network information platforms, digital marketing has undergone great changes from the early stage. In the past, digital marketing was mainly carried out by sending text messages and e-mail. However, now, digital marketing is more in the form of video. Therefore, when constructing the communication system of digital marketing of County Agricultural products, it can be carried out from the following three aspects:

3.1 short video from media

As Kwai tiktok and short video platform appear, watching short videos has become a main entertainment way for people's lives. When we are marketing digital products in county areas, we must seize the consumer psychology and make full use of the advantages of short video platforms. County agricultural products can establish their own short video self media number, and take the biggest characteristics of their own agricultural products as the selling point through the management of professionals, so as to attract consumers to watch. Improve the video exposure by publishing videos related to agricultural products every day and following the hot spots of current events. At the same time, the county agricultural products can also be sold in the form of webcast with goods. Under the epidemic situation this year, the agricultural product economy of various areas has been attacked. The short video platform of shaking tiktok and today's headlines and watermelon videos launched a public welfare project for "war epidemic assistance to farmers". With the "county director's live broadcast" as a selling point, sales of agricultural products exceeded 300 million in a few days, and solved the [2] of agricultural products under the epidemic situation.

3.2 WeChat official account

WeChat is an indispensable communication tool in people's daily life. Many people have the habit of reading WeChat's official account. It is very necessary to put WeChat official account in the digital marketing system of county agricultural products. County agricultural product brands can gradually incorporate their own products into the soft text promotion in the form of brand soft text promotion and writing some nutrition knowledge to attract consumers to buy after accumulating a certain amount of

fans. At the same time, it can also develop community marketing, encourage consumers watching WeChat official account to forward group or circle of friends, and carry out activities of friends circle to promote WeChat's official account and achieve the desired marketing results.

3.3 online marketing

As an emerging economic development model, online Red economy plays a great role in stimulating consumers' consumption. Therefore, when carrying out digital marketing, county agricultural product brands can make full use of online red for marketing. Through cooperation with some well-known online red, they can carry out marketing in the form of video cooperative promotion or live broadcast with goods promotion. Wanghong itself has accumulated a certain fan base. Fans have a high degree of trust in the products with goods. Therefore, when carrying out marketing cooperation with wanghong, it can obviously drive the sales of agricultural products in the county, and has gradually become the main form of carrying goods. However, in the selection of cooperative online red, after a certain investigation, we should select the online red image consistent with the positioning of county agricultural products, and the conversion rate of fans should be at a high level. Otherwise, the effect of online Red marketing is limited and can not well promote the sales growth of county agricultural products.

4. PERFORMANCE EVALUATION AND ANALYSIS OF DIGITAL MARKETING OF COUNTY AGRICULTURAL PRODUCTS

In the performance evaluation of digital marketing of county agricultural products, because the channels used are mainly short video and wechat platform, the performance evaluation analysis is mainly carried out through two aspects: social media marketing and content marketing.

4.1 social media marketing

In the performance evaluation of social media marketing, it is mainly evaluated through three aspects: praise, attention / fans and sharing. If you can achieve stable growth, the social media audience of agricultural products in the county is growing organically. The more attention / fans, the wider the marketing audience, and the greater the number of sharing, the more users share the marketing content, and the effect of digital marketing is further improved. In the Kwai Kong agricultural products, the social media marketing is mainly carried out by short video platform like shaking, tiktok and fast hand, and to achieve steady growth of points, fans and share. Besides continuously exporting high-quality content to attract consumers, it can also buy appropriate promotion to

increase exposure.

4.2 content marketing

When evaluating the performance of content marketing of county agricultural products, we can evaluate it from the data of comment number, page residence time, social sharing and so on. The number of comments represents the degree of attraction to customers. The residence time of the page indicates that customers spend more time reading and obtaining value from marketing content. Social sharing indicates that customers think the content has the value of sharing. The higher these values, the better the marketing effect. For the content marketing performance evaluation of digital marketing of county agricultural products, It is mainly aimed at the soft language in WeChat official account. Therefore, in the process of marketing, we need to improve the quality of soft ware promotion in order to attract more customers to stop and buy, so as to enhance the sales volume of agricultural products and promote the development of county economy.

5. CONCLUSION

As the focus of county economic development, county agricultural products can significantly improve the development level of county economy. However, affected by the epidemic, it has caused a great blow to the sales of county agricultural products. How to improve the sales of county agricultural products has become an urgent problem to be solved. With the development of network technology, digital marketing has become a common marketing method. County agricultural products should also keep up with the hot spots, expand marketing channels, speed up the performance evaluation of marketing, carry out targeted integration and improvement, promote the sales of county agricultural products, and inject new vitality into the development of county economy.

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Analysis Of Lake Conservation Development Plan and Lake Ecological Pressure Index

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Abstract: This paper briefly summarizes the content of lake ecological index and stress the establishment of evaluation index, focusing on aging faces the eutrophication of lakes, lake and the main environmental problems such as lack of water resources were analyzed, and Suggestions once upon a time, middle and late three different levels to protect lakes do protective development. **Key Words:** Lake Protection; Lake Ecology; Ecological Pressure

1. INTRODUCTION

Because our country the present ecological environment suffered serious damage, especially attention to ecological needs of lakes, improve the ecological environment has become the current urgent affair, the lake is facing huge pressure to the ecological, scientists study lake ecological pressure indicators, and analyze the main environmental problems in the lake, we should try to be targeted protection and development.

2. EVALUATION INDEX OF LAKE ECOLOGICAL STRESS

In the whole lake ecosystem, the study of lake water quality is the basic research, and the migration and transformation of the existing pollutants in the lake is the basic process to realize the ecological security of the lake. Affected by the original driving force, most of the pollutants discharged from the economic system in the society are transported into the lake through rivers and pipelines, resulting in great pressure on the water quality of the lake. At the same time, the overdevelopment of the lake has caused the impact on the ecosystem of the lake. Pollution and improper development have made the water quality of the lake worse, the biodiversity reduced, and the ecological environment declined sharply. In recent years, the self-purification ability of the lake is getting weaker and weaker, which means that the lake ecology is getting worse and worse, and the ecological pressure is getting bigger and bigger. Based on this, the researchers proposed the concept of stress index. Pressure index data the direct influence of society on lake composition, which is mainly reflected in two aspects, one is water quality, the other is water quantity. Stress indicators should be considered from the above two aspects. What needs to be paid attention to in terms of water quality is the discharge of pollutants. Social excessive emission of pollutants as the main way of human activities affect water quality and its emissions targets included not only the total amount into the lake, including from the amount of points, surface source into the lake and rivers into lakes have water

quality and so on, calculate pressure index approach also includes a variety of forms, in addition to calculate total index and the load unit lake area can afford, It also includes the load the lake can bear per unit volume. There are also many contents of the water index, including the total amount of water resources provided by the lake or surrounding basin and the total amount of water resources used in human social activities. In the process of research, the water quantity indicators often used include the total amount of available water resources, the ratio of the input-output of lake water, ecological water demand, etc. In addition, the total and ratio of water resources utilization, and the amount of water resources per capita are also included in the water quantity indicators.

3. MAIN ENVIRONMENTAL PROBLEMS OF THE LAKE

3.1 Water eutrophication

Most lakes shoulder the functions of water, but because of low lake terrain, mostly in the downstream of the town, so social production output and all kinds of industrial wastewater of sewage are as groundwater transport into lakes and rivers, cause the nutrients into the lake, lake of plankton get adequate nutrition to reproduce at an extremely rapid pace, As a result, the nutrient state of the lake has undergone a great change, and the water quality of the lake has been seriously damaged. According to statistics, the water quality of the eutrophication lake can not meet the demand of domestic water, and can not be used as a drinking water source. Take Xingyun Lake for example, it receives 6.679 million cubic meters of sewage and wastewater every year, and its pollution load is seriously exceeded. The total phosphorus pollution reaches 55 tons, the total nitrogen pollution reaches 266 tons, the biological oxygen demand reaches 656 tons, and the chemical oxygen demand reaches 2, 387 tons. The water quality is rated as Class IV [1].

3.2 Shortage of water Resources

As the ecology of the lake is destroyed and the water quality is polluted, the water resources for human beings are becoming less and less. In addition, with the gradual decline of lake functions, its own purification ability is affected, and the role of water purification is less and less obvious, and it is difficult to provide clean water for human society. As a result, there is a great contradiction between the supply and demand of local water resources. With the disappearance of lake functions, the contradiction between the supply and demand of water resources becomes increasingly prominent. Take Xingyun Lake as an example, its water storage can reach 185

million m³ under normal circumstances, but when P=5, the available water resources are only 72.34 million m³, and the local per capita water amount is only 456 m³. In addition, due to the dry up of the surrounding river basin, it cannot realize the regulation of returning water, resulting in the water resources of the lake only coming out, which has caused continuous damage to the ecology of the lake.

3.3 Lake Aging

Among many problems, lake aging has great influence on lake ecology. Lakes aging and forest coverage rate has certain correlation, low forest coverage results in uneven distribution of its, at the same time, human social activities frequently lead to vegetation in the forest quality is not high, its ability to conserve water cannot give full play to come out, leading to severe soil and water erosion, erosion and sediment into the lake sedimentation in assembling, lead to a lake reservoir water supply ability have fallen sharply, The life of the lake has also been shortened. The most obvious problem caused by the aging of the lake is the decline of various functions of the lake body. With the gradual destruction of its performance, the lake ecology is further affected, which in turn endangers the water quality and quantity of the lake, forming a vicious circle of influence [2].

4. PROTECTIVE DEVELOPMENT OF THE LAKE

As an indispensable part of the natural ecosystem, lake development should not be stopped, but at the same time, protection should be taken as the premise. The protection of lakes needs to be combined with the actual situation, and the simultaneous management of lakes and lakes should be carried out. During the protective development of lakes, the principle of development should be clear: the maintenance of the lake ecosystem and the promotion of the benign cycle of the lake system, the protection of lakes from the point source and the restoration of the lake ecology should be carried out at the same time. At the same time, the investment of protective development should be carried out by stages and regions, and the development management and protection measures should be strengthened to make the lake ecology step into a virtuous cycle and the development and development of the lake be sustainable. In the development of lake tourism, sufficient preparations should be made to increase the coverage of forest around the lake and promote the ecological development of the lake through the coordination of other natural ecology. The forest coverage rate is 25% in the early stage, and the development department should plan to increase it to 37% in the middle stage and 45% in the later stage, so as to control the soil

and water state around the lake by increasing the natural coordination function, so as to make it more comfortable in self-regulation. In addition, the social production in the development process should be strictly controlled during the protective development, and the government should issue corresponding policies to regulate the human activities around the development lake. For example, the distribution of phosphorus-rich washing products in lake basins is prohibited, chemical plants in the upper reaches of lakes should purify and discharge industrial sewage, and residents around lakes should abide by community conventions prohibiting the direct discharge of domestic sewage into rivers. The above mandatory measures should be taken to avoid the continuous damage to the ecology of the developed lake. At the same time, all the management system, environmental monitoring and development funds should be submitted to the environmental protection department before the implementation of the development, and the development can only be carried out after the qualified protection measures and environmental protection methods are determined.

5. CONCLUSION

In a word, it is urgent to establish the ecological pressure index of the lake. Only by controlling the ecological pressure accurately can the ecological vitality of the lake be ensured. With the in-depth study of lake ecological problems, it is found that the protection of lake needs long-term practice. In order to achieve the protection and rational development of lake, we must come up with a scientific plan.

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Coupling Model of Agricultural Products from Village to City Project and Cross-Border E-Commerce Industrial System

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Abstract: In the process of modernization, in order to realize the organic combination of the output and sales of agricultural products, the coupling of agricultural products from village to city project and cross-border e-commerce industry helps to realize the high-quality development of agricultural products. This paper explores the advantages and significance of the combination of agricultural products e-commerce ecosystem, promoting the value chain of agricultural products industry and realizing the overseas brand of agricultural products, aiming to provide reference for agricultural development.

Key Words: Agricultural Products; Out Of The Village Into The City; Cross-Border Electricity

1. INTRODUCTION

The combination of cross-border e-commerce industry and the project of agricultural products out of the village and into the city will help farmers to achieve poverty alleviation and income increase, and is an effective measure to solve the problems of agriculture, rural areas and farmers. Therefore, the advantages of cross-border e-commerce should be played to make an important contribution to solving the problems of agricultural products sales.

2. RESHAPE THE AGRICULTURAL PRODUCTS E-COMMERCE ECOSYSTEM

With the continuous improvement of social productivity, the development of the industry is also more refined and specific. The improvement of science and technology and the development of information technology give rise to e-commerce, and the digital e-commerce mode brings great convenience to people's production and life. In the early stage of the rise of e-commerce, cross-border e-commerce has not yet formed a certain development mode, and the scope of agricultural products e-commerce activities is small. The vigorous development of e-commerce has driven the rapid development of cross-border e-commerce, and the scope of agricultural products e-commerce has gradually expanded. In addition, the implementation of agricultural products out of the village and into the city project has stimulated the ability of sustainable flow of resources, making the coverage of agricultural products broader, and providing great potential and opportunities for the optimization and development of agricultural products market. In addition, due to certain differences between cross-border e-commerce and traditional trade, it breaks the shackled traditional industrial chain and continuously extends the industrial chain, effectively

connecting the upstream and downstream industries of agriculture and e-commerce industry. It is mainly reflected in the following aspects: First, cross-border e-commerce is helpful to integrate the upstream and downstream consumption of agricultural products, integrate them into necessary links such as procurement, distribution and customs, and realize innovative development of foreign trade methods. Second, cross-border e-commerce effectively integrates marketing and market coordination, optimizes and adjusts the development, activities and rule-making of the e-commerce industry, and summarizes development experience to create a benign industry ecosystem on the basis of helping agricultural products to go global. Third, cross-border e-commerce can realize effective linkage between cross-border logistics, overseas outlets and customs, promote the interaction and transaction of agricultural products at home and abroad, and enable agricultural products to go out [1].

3. PROMOTE THE VALUE CHAIN OF AGRICULTURAL PRODUCTS INDUSTRY

In the modern and informationized market, cross-border e-commerce can realize the connection between buying and selling of commodities in the traditional sense. E-commerce platform makes use of the advantages of platform and channel to effectively integrate the virtual value chain and improve the value of agricultural products. With information as the core, the comprehensive value of the industrial chain is constantly improved, and the value of agricultural products is maximized through the reasonable and scientific operation of the e-commerce model. With the help of the complete industrial chain, overseas ordering, delivery and distribution services are realized, which further improves the industrial value of agricultural products and realizes the exchange of values. Through logistics connection, strengthen the cooperation with logistics enterprises, and effectively import and integrate the type, quantity and transportation information of agricultural products with the help of platform data parameter information, so as to realize the fast connection between agricultural production and consumption and improve the transmission efficiency of agricultural products. At the same time, cross-border e-commerce gives high information support to agricultural products in both brand and capital.

4. REALIZE THE OVERSEAS BRAND OF AGRICULTURAL PRODUCTS

The effective combination of the rural and urban project of agricultural products and the cross-border e-commerce industry is of great significance to enhance the overseas

visibility of Chinese agricultural products brands, and more conducive to the formation of a good brand image of agricultural products. On the one hand, the development mode of informationization and digitization is deepened continuously, which complies with the flattening trend of international trade of agricultural products, saves the cost of small and medium-sized agricultural enterprises in China, and greatly improves the economic benefits of enterprises. Smes should strengthen investment, improve innovation capacity, expand the added value of agricultural products, and further build brand awareness of agricultural products. At the same time, cross-border e-commerce plays a positive role in connecting production and consumers, realizing the communication and interaction between them. On the other hand, the collectivized and large-scale operation mode of cross-border e-commerce, combined with the refined and accurate service mode, provides data support and practical experience for agricultural products to explore overseas markets, continuously extends the value industry chain of agricultural products from the aspects of product packaging and industrial deep processing, and realizes a win-win situation between market and demand. In the e-commerce transaction of agricultural products, cold chain technology is the biggest bottleneck and restricting factor. Cross-border e-commerce can effectively solve the above problems, realize efficient cold chain distribution, and carry out automatic and intelligent logistics and sorting.

5. ENABLE REFINED SERVICE OF AGRICULTURAL PRODUCTS

For cross-border e-commerce, the development of refined services for going out of agricultural products is mainly reflected in the following aspects: 1. Refined e-commerce services. The trade of agricultural products in the global trade market should strictly abide by the market rules, but information asymmetry is easy to occur in the process of trade. The lack of understanding of overseas markets leads to the lag of agricultural production and operation, resulting in a large number of agricultural products hoarding and serious losses. Cross-border television's advantage is to provide data and information support, to comprehensive understanding and grasp of the overseas market, combined with the requirements in terms of research and analysis of the reasonable, for the domestic agricultural production to provide a more comprehensive and accurate information reference, prevent blindness in the enterprise in the international market, hysteresis, at the same time, the effective connection of domestic agricultural companies and overseas customers, Realize the trade between the two sides, from which to obtain the corresponding profits. Second, the refinement of products and services. Cross-border e-commerce has a powerful electronic information platform system with prominent product features. Continuous optimization and improvement of the platform system will help to provide the most core support for production and consumers. Promote agricultural products enterprises to achieve product transformation and upgrading, deep agricultural value-added.

6. PROMOTE THE DEVELOPMENT OF HIGH-QUALITY AGRICULTURAL PRODUCTS

Cross border e-commerce acts as a bridge and link between agricultural products and overseas markets. The development of logistics and the optimization of payment means make cross-border e-commerce gradually become a guide to lead the development of high-quality agricultural products. The continuous optimization and development of cross-border e-commerce industry has realized a new pattern of market agricultural products industry. Under the guidance of the project of going out of the village and into the city, it has achieved a win-win situation for agricultural products enterprises, farmers and cross-border e-commerce. Based on the combination of cross-border e-commerce and the project of agricultural products out of the village and into the city, it can effectively improve the economic level of agricultural products enterprises and farmers. In addition, it is of positive significance in industrial adjustment and consumption structure upgrading. Cross border e-commerce helps to promote the development of agricultural product quality towards high quality and accelerate the transformation and upgrading of consumption. Cross border e-commerce effectively transmits information between agricultural producers and overseas consumers, provides new opportunities for the rapid development of the logistics industry, and creates a good environment for the high-quality development of agricultural products. Change the single development of agricultural industry, provide two-way value empowerment, and realize the internal and external value of agricultural products. Avoid resource waste and save corresponding costs. At the same time, cross-border e-commerce can comprehensively optimize and configure the turnover, sales and distribution of agricultural products, and promote the development of high-quality and branding of agricultural products [2].

7. CONCLUSION

In a word, it is an important decision to solve the difficulty of selling agricultural products and increase farmers' income. At the same time, the development of informatization and digitization and the vigorous development of cross-border e-commerce have brought new opportunities for the sales of agricultural products. Combined with the characteristics of the two, we should actively give full play to the advantageous role of cross-border e-commerce in the market, strive to make important contributions to the smooth and convenient access of agricultural products from villages to cities, actively enable agricultural products to go global and promote the improvement of the quality of agricultural products.

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Innovative Research on Film and Television Culture Management in the Era of Financial Media

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Abstract: With the continuous improvement of people's material living standards, watching film and television cultural works has gradually become an indispensable entertainment in daily life. However, after the advent of the era of integrated media, the connotation of film and television cultural works has further declined, and the entertainment is too high, which does not benefit the construction of socialist core values, but affects people's production and life. On this basis, we should constantly innovate the management mode of film and television culture, so as to ensure that film and television culture can not only meet the needs of consumers, but also play a leading role in values.

Key Words: Financial Media; Film And Television Culture Management; Innovation Strategy

1. INTRODUCTION

With the rapid development of network technology, new media came into being. While having an impact on traditional media, it also brought new development opportunities to promote the reform and innovation of traditional media, so as to promote the birth of financial media and the official advent of financial media era. The so-called financial media is to integrate the traditional media and new media, so as to make the presentation of information timely, rich and diverse, and meet people's information needs in the fast-paced life. It is the future development direction of the media industry, and also puts forward new requirements for the employees of the media industry.

2. CURRENT SITUATION OF FILM AND TELEVISION CULTURE MANAGEMENT IN CHINA

2.1 backward management concept of film and television culture

After a long-term development, China's film and television culture has a certain development scale. However, in the actual management process, there is still the problem of backward management concept, which is mainly affected by the long-term concept. In the early stage of the development of China's film and television culture, culture serves politics, so it has a certain political attribute in the management of film and television culture. This attribute can play a regulatory role in the early stage of film and television culture market and promote the healthy development of film and television culture. However, with the progress of the times, people have increasingly prominent requirements for the entertainment of film and television culture. Film and television works with strong political attributes are difficult to meet

people's needs, and the backward management concept of film and television culture will attack the diversity of film and television works and the enthusiasm of creators, and limit the development of film and television culture [1].

2.2 single management mode of film and television culture

In the management of film and television culture, the power is mainly in the hands of the state, so as to realize the role of macro-control of film and television culture economy. However, it is precisely because of the central control that the autonomy of film and television cultural enterprises is small, and the choice of themes and performance methods is limited, which seriously affects the innovation and freedom of film and television works, and finally makes the presentation of works uniform. People's expectation of works decreases, which hinders the development of film and television works. It is natural for the state to supervise the film and television industry, but it should also leave a certain development to the market. As long as the creative content conforms to the socialist core values, it should be allowed to exist. The management methods of film and television culture should be diverse and avoid one size fits all.

3. INNOVATIVE STRATEGIES OF FILM AND TELEVISION CULTURE MANAGEMENT IN THE FINANCIAL MEDIA ERA

3.1 innovate the management concept of film and television culture

According to the problems existing in the current film and television culture management, we should first innovate the concept of film and television culture management. In the traditional management of film and television culture, the political attribute plays a leading role. Although it can lead the development of film and television culture industry to a certain extent, it is not conducive to the creation of film and television culture in the long-term development process. Therefore, in innovating the management concept of film and television culture, we should appropriately reduce the role of politics and appropriately combine it with film and television culture, So as to give the film and television industry a certain degree of freedom on the basis of controlling the market. Secondly, establish the concept that the film and television cultural industry serves the socialist modernization, have an impact on the people's ideology through film and television cultural works, and implement the socialist core values, so as to guide the people's spiritual civilization construction.

3.2 innovate the management mode of film and television

culture

In the era of integrated media, the presentation methods of film and television culture are more diverse. In addition to the traditional media such as TV, people are more inclined to watch film and television works from the network video platform, followed by complex presentation methods and too single management methods, leading to the emergence of chaos in the film and television culture market. Therefore, in the management of film and television culture, we should break through the traditional management and further expand the scope of management. Through the formulation of unified management regulations, we will manage the film and television culture market in the general direction, and pay attention to the decentralization of power. All TV stations and video platforms have the right and obligation to control the film and television works on the platform, ban the works that spread distorted values, and increase a certain proportion of theme works to regulate the market. At the same time, pay attention to the diversification of film and television works, constantly expand the types of film and television works, and provide more choices for the people.

3.3 take the road of Marketization

In the management of contemporary film and television culture, we should implement the concept of serving the people and promote the market-oriented development of film and television works. In China's economic development, the market plays a fundamental role in resource allocation, which can promote the optimal allocation of resources, so as to enhance the enthusiasm of workers to participate in production. As a spiritual product, film and television cultural works, in order to improve the acceptance of the masses, we must give the audience full choice, so as to ensure the market-oriented operation, break the current phenomenon of excessive concentration of film and television cultural management, and delegate the power of management, so as to stimulate the enthusiasm of film and television industry and film and television works, so as to produce more diversified Higher quality spiritual and cultural products [2]. On the basis of production, stimulating people's consumption constitutes a complete closed chain, which is also the basic law of commodity circulation. Secondly, in order to promote the marketization of film and television cultural industry, we must grasp the consumer psychology of consumers. In this fast-food consumption era, all kinds of products emerge one after another. In order to make consumers focus on film and television works in a variety of choices, film and television works must meet the needs of consumers. This requires that in the management of film and television cultural industry, we should control the wind direction of the industry, timely adjust the products according to the

changes of consumers' needs, and take consumers as the driving force and goal of creation, so as to ensure that film and television cultural products always serve the development of the people.

3.4 strengthen the entry threshold of the industry

With the continuous development of integrated media technology, there are more and more channels that can carry film and television cultural works, and it is difficult to control the creators participating in film and television creation from time to time, which leads to some people with low professional quality and insufficient ideological awareness to participate in the creation of film and television works, and their works have an impact on people's values. It is not conducive to the promotion of socialist modernization. Therefore, in the management of film and television culture, we should appropriately improve the entry threshold of the industry and absorb more professionals who master new media technology and are familiar with the operation of traditional media, so as to contribute to the development of the industry. Secondly, the creators who spread vulgar and bad values in film and television cultural works should be punished according to law, so as to maintain the orderly development of the market.

4. CONCLUSION

Under the influence of financial media, film and television cultural works can be described as a hundred flowers bloom and a hundred schools of thought contend, which has promoted the development of film and television industry into a new peak. However, under the phenomenon of vigorous development, there are many problems that can not be ignored. First, the new media has increased the broadcasting channels of film and television cultural works. If it cannot be controlled in time, it is very easy to disrupt the market order. Secondly, under the strong control of the government, the freedom of film and television cultural creation is limited, which inhibits people's consumption impulse. In this case, we should not only innovate the management mode of film and television culture, make the development of film and television culture adapt to the era of financial media, and make continuous development and progress.

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The Factors on Online Shopping Intention of University Students--Taking Shandong University of Technology as An Example

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Abstract: There has been a booming increase of online shopping activities worldwide. And as online shopping becomes more interactive and knows customers better from big data, people have more fun. However, benefits also comes with new risks. The purpose of this study is to explore the relationship between perceived risks (PR), perceived enjoyment (PE) and university students' online shopping intention (OSI). Further, we divide PR into perceived privacy risks (PPR) and security risks (PSR). We found that PE relates positively to OSI, and PSR relates negatively. Surprisingly, PPR relates positively, which might mean online shoppers are generally aware of PPR, yet not frustrated by it. These results might help students prevent hidden risks and online businesses frame better strategies.

Keywords: Online Shopping Intention; Perceived Enjoyment; Perceived Risk

1. INTRODUCTION

Nowadays, especially under the shadow of COVID-19 pandemic, there has been a booming growth of market in electric commerce in China. In 2020, around 0.78 billion citizens have purchased goods online with a sales amount reaching approximately 1.2 trillion U.S. dollars. Both numbers account for one-third of the world's total [1]. Besides, the number of Chinese undergraduate and postgraduate students who shop primarily online also increased rapidly, accounting for 19.8% of the total population of primary online buyers [2]. A key reason for this increase might be the continuing revolution of online shopping companies in China. By far there have been three waves of emerging new e-platforms, from Taobao, Jingdong to Pinduoduo, and until the most recent challenger Douyin, known as Tiktok abroad.

It is observed that customers could enjoy diversified services and more fun in online shopping compared with the past. This revolution not only makes online shopping cheaper and more convenient but brings about more enjoyment by new means of dealing such as interacting with a live streamer.

Alongside the trend of shopping online comes new concerns in making a transaction. Due to the prosperity of the consumption market and an accelerated pace of life, more people are abandoning the traditional means of password or signature verification, and turn to biometric authentication such as face and fingerprint recognition. However, there are still a vast population reluctant to use the new method, which constitutes a big trust issue concerning PR [3]. This problem exists among online

shoppers as well, where people still worry if their authentication information might be leaked, which threatens their property and personal information safety. Moreover, the advent of the big data era further exacerbated this concern.

The main objective of this study is to closely examine consumers' online purchasing behavior, based on which to determine whether and how PR and PE work separately and together to influence OSI.

2. LITERATURE REVIEW

2.1 Pe

PE can be defined as the extent to which consumers feel interest, pleasurable, fun, and interested during shopping [4], regardless of the consequences. Cheema et al [5] added to the TAM model, showing that shopping intention and attitude are affected by PE. According to their studies, new technologies can usually encourage internet users to make online purchases as it leads to a feeling of pleasure, joy, and delight. The source of entertainment can also come from the interactive nature of online shopping. Moreover, entertainment can even decrease consumers' risk perception.

2.2 Pr

PR can be defined as consumers' belief pertaining the uncertain and negative potential outcome of using online transaction [4]. According to Vinod et al [6], many internet users still resist to purchase online as they do not have faith in the security of electronic payment systems. Their reasons can be categorized into two aspects, namely privacy and security [7]. Privacy refers to the non-financial aspect. For instance, online shoppers are concerned that their information might be misused by online shopping platforms and other agencies for their own benefits. Security, on the other hand, refers to the financial aspect. For example, consumers may worry about the leakage of their bank account information and transaction details, and the financial loss thereafter.

According to previous studies, PR is believed to result in lower purchasing intention, while PE is an intrinsic motivation to describe information system's adoption. Thus, I make the following hypotheses:

H1: PR negatively relates to OSI.

H2: PE positively relates to customers' OSI.

3. RESEARCH METHODOLOGY

This research collects data by questionnaires, and five statistical tests will be performed by the Statistical Package for the Social Sciences (SPSS).

The target population is Chinese undergraduate students and above, and sample is drawn from Shandong

University of Technology. This survey is going to collect one hundred students' answers, and they are randomly picked from one class of undergraduate students, one class of postgraduate students and one class of PhD candidates from the same major, applying the method of stratified sampling. By doing so, the results could be more comprehensive and representative.

In order to better complete the questionnaires, online research and personal research are applied.

4. DATA ANALYSIS

In this study, 100 questionnaires were handed out to a class of undergraduate, postgraduate and PhD students. 78 valid responses were retrieved. Below I present the analysis.

4.1 Reliability Test

Table 4.4 shows the Cronbach's Alphas for the reliability test. As they are all greater than 0.7, the data are regarded reliable.

Table 4.4 Reliability Statistics

	OSI	PR	PE	Overall
Cronbach's Alpha	.953	.910	.905	.948

4.2 Normality Test

I performed normality test for all questionnaire items. All skewness numbers are less than 3.0 and Kurtosis numbers less than 10. Therefore, the data can be regarded as normally distributed.

4.3 Pearson Correlation Test

Questions of PSR and PPR are analyzed separately. Table 4.9 shows the Pearson Correlation test. From Pearson correlation numbers, we see their correlations are all significant and strong. Specifically, PE and PSR turn out in agreement with *H1* and *H2*.

However, 0.679** for PPR shows that it positively correlates with OSI. This sounds counter-intuitive at first glance but is indeed appreciable. University students who are concerned about PPR are those who shop online more frequently, so that they are more aware of PPR. This is a live demonstration of the difference between correlation and causality. Awareness of PSR does not result in stronger OSI, but those with strong OSI are more aware of PPR.

Table 4.9 Pearson Correlations

		Online shopping intention
Online shopping intention	Pearson Correlation	1
	Sig.(2-tailed)	
Perceived enjoyment	N	78
	Pearson Correlation	.485**
Perceived security risk	Sig.(2-tailed)	.000
	N	78
Perceived privacy risk	Pearson Correlation	-.706**
	Sig.(2-tailed)	.000
	N	78
	Pearson Correlation	.679**
	Sig.(2-tailed)	.000
	N	78

** Correlation is significant at the 0.01 level(2-tailed)

Beyond this, we also learn that PPR does not stop sampled students from shopping online. Compared with PSR, we see that students regard security risk as a more decisive aspect in shopping online. This might be explained by the following two reasons. On one hand, students have to rely on online shopping as universities are mostly located in outskirt regions. On the other hand, the big data era has made people indifferently getting used to their personal

information being fully exposed. This might impose potential threat to their interest in future.

4.4 Multiple Linear Regression Test

Table 4.10 shows the multi-linear regression analysis. All significance values are less than 0.001, meaning PSR, PPR and PE can be acceptably fitted by a linear relationship with OSI.

Table 4.10 Multiple Linear Regression- Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	-.004	.398		-.011	.992
PER	-.545	.123	-.439	-4.424	<.001
PPR	.480	.125	.374	3.837	<.001
PE	.594	.123	.485	4.837	<.001

To summarize, we acquired reliable data pointing to strong correlations between PE, PR and students' OSI, which can all be regarded linear. The correlations for PE and PSR are expectedly positive and negative, but PPR relates negatively with OSI. This demonstrates students' overlooking attitude towards their privacy issue, which we suggest that they pay more attention to. To online businesses, they should not make use of customers' neglect of privacy risk for their own benefit. Rather, as PE and PSR have strong correlation with OSI, they should focus on improving customers' experience and reducing risk.

5. CONCLUSION

This study revealed the correlation between PE, PR and OSI among university students. We showed that PE is positively related to OSI. For PR, we analyzed separately for PSR and PPR. While PSR negatively relates to OSI, as expected, PPR turned out positive. This might be due to the fact that students with higher OSI are more aware of PPR. It also points to the fact that PPR does not stop them from shopping online, as opposed to PSR.

We see that students should raise awareness of the importance of personal privacy. They should be more alert when asked to fill out personal information in online shopping or in related circumstances. Businesses should keep on improving customers' experience and reducing privacy and security risks.

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Study on the Development path of Chinese Dragon Dance in the New Era

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Abstract: Dragon dance, a traditional national sport, faces new challenges in the development of the new era. This paper investigates the development status and difficulties of the dragon dance inheritance in the new era by means of literature and expert interviews, and discusses the development path of the dragon dance inheritance. The results show that the development focus of dragon dance in the new era should be improved in implementing national policies, expanding sports social organizations and integrating into campus sports.

Key Words: New Era; Dragon Dance; Movement Development Path

1. INTRODUCTION

In China, the dragon is a symbol of culture, a national totem and the spiritual sustenance of the people. The dragon started from scratch, and the dragon dance movement gives the symbol of the dragon in terms of morphology, dynamics and spirit. It also makes the dragon culture known and loved by the people. In the new historical period, people's yearning and pursuit for a healthy life make sports more and more important. In September 2019, the General Office of the National Academy of Sciences issued the notice "Outline for Building a Strong Sports Country", which pointed out that we should take the new era thought as the guidance, inherit the traditional Chinese sports culture, and strengthen the protection, promotion and innovation of excellent ethnic sports. In this context, this paper analyzes the development status of dragon dance, discusses the difficulties faced by it, such as insufficient economic market power, single inheritance form and inadequate value function, and then puts forward the development path of dragon dance inheritance to enrich the development connotation of traditional national sports in the new era.

2. INHERITANCE STATUS OF DRAGON DANCE IN THE NEW ERA

With the transformation of social structure, many excellent traditional national sports are facing a new crisis. With the development of China's market economy, the content and form of dragon dance are facing challenges. Since the dragon dance was listed in the national intangible cultural heritage protection list, the state and the government have attached great importance to the protection. The tradition of dragon dance is undergoing new changes today. 1) The number of dragon dance participants changed from a small number to a large number. At the beginning, the number of dragon dance participants began to decrease due to economic and

cognitive biases. However, with the improvement of people's living conditions, dragon dance, as a cultural and sports activity, has returned to the public view. The participants also have a sense of inheritance, and the number of practicing groups of dragon dance has been increasing. 2) The inheritance field of dragon dance has been constantly enriched, transforming from the former village folk activities to campus sports. The dragon dance movement began to enter primary and middle school classrooms, and a series of dragon dance competitions began to be held. 3) The dragon dance sports industry is developing well. The dragon dance is market-oriented. On the one hand, it combines dance movements, musical art and other elements to create routines and perform in major festivals, parties and other activities. On the other hand, it is deeply integrated with culture, tourism, ecological resources, agriculture and other fields to promote the new development ideas of the Dragon Dance movement.

3. DIFFICULTIES IN THE INHERITANCE OF DRAGON DANCE IN THE NEW ERA

Against the background of the new era, the contradiction between people's ever-growing needs for a better life and unbalanced and inadequate development has brought a new situation to the inheritance of dragon dance in cultural life and physical exercise. The inheritance of the Dragon Dance movement plays a positive role in meeting the requirements of the new era, but there are still shortcomings in the play of these roles. In the process of inheritance, there are the following difficulties: The existing inheriting dragon dance movement promotional activities, market economic behavior main driver is the official organizations such as government departments to organize activities, thus easy to form a certain content of curing, does not favor the dragon dance sport development of flowers, this leads to the marketization of dragon dance movement underpowered, participate in the market main body is too little, and the third industry of fusion depth is not enough, As a result, sports leisure and competition performance are not enough to meet the new needs of the people. 2) The inheritance mode of dragon dance is single, and the performance form lacks cultural collision and integration. [1] There are few participants in leisure sports themed with health and recreation, health care and other fields. Therefore, the value function of fitness and heart fitness of dragon Dance is not refined enough. It does not adapt to the multi-layered and multi-demand participants, resulting in the dilemma that many people want to participate but cannot get involved.

4. PATH SELECTION OF DRAGON DANCE INHERITANCE IN THE NEW ERA

4.1 Implement national policies and strengthen the inheritance field of dragon Dance

In 2018, the Central Committee of the Communist Party of China (CPC) and The State Council issued the Rural Revitalization Strategic Plan (2018-2022), which stated: "We should build a new pattern of rural revitalization, build ecologically livable and beautiful villages, and flourish rural culture..." The dragon dance movement arose from the folk, and the social environment and humanistic history of the countryside gave it endless vitality. Dragon dance movement, therefore, the development direction of inheritance to keep up, complying with the strategic requirements of countries, make good use of the natural environment, the national rural culture, customs and other resources, folk sports, festival sports festival, the rural tourism, and even with the modern movement (such as the marathon, directional cross-country) as the carrier, to positive promotion and dissemination of dragon dance movement. In Jiangsu, west to bridge town, for example: Jiangsu town, west to bridge cultural confidence, seize new era to carry forward the Chinese traditional culture, dragon-lion sport as the carrier, dragon-lion dance contest, hosted the dragonlion culture BBS, dragon-lion dance contest and other activities, through careful organization and branding, dragon-lion sport in local booming, west to bridge has become a unique charm and characteristics of cultural ecology tourist town. The Dragon Dance movement should seize the opportunity, make use of rural revitalization, "Healthy China 2030" and other policies, and rely on various social activities to build cultural brands, cultivate people's awareness of participation, deepen people's will to inherit projects, expand social influence, and strengthen the inheritance of the Dragon Dance movement.

4.2 Strengthen social sports organizations and glow the vitality of dragon Dance

Under the background of the new era, the existing social organizations of dragon dance should adapt to the development of society. The main force of inheritance is often non-government and non-public welfare organizations, which are unstable and difficult to grow in terms of organizational system, size, material security and economic sources. The existing sports social organizations of dragon dance mainly organize teaching and carry out activities to maintain their own development in the form of dragon and lion associations and associations, but their viability is not enough. In the construction of sports social organizations, we should actively attract the participation of social enterprises and chambers of commerce to inject market economy vitality into the development; It is necessary to explore the construction of organizational structure of "sports + tourism, sports + science and technology" and develop the economic benefits of dragon dance. To fully seize the opportunity of university-enterprise cooperation and deepen cooperation with colleges and universities, establish the dragon Dance movement heritage base, dragon dance culture research

institute and other organizations to provide theoretical guidance for inheritance; At the same time, sports media, film and television production should also make efforts to improve the dragon dance sports communication system, form cultural brands by refining the value of dragon culture, and build core competitiveness in the market. [2] With the continuous development and expansion of sports social organizations, their stability and diversity will be gradually enhanced, and the inheritance of dragon dance will show new vitality.

4.3 Integrate into campus sports and improve the inheritance system of dragon dance

Education affects the future of a nation and is an important channel for the continuous development of national culture. Traditional national sports events have rich cultural connotations, and are the continuation of people's sports and leisure life style and the crystallization of experience and wisdom. The dragon dance movement has been carried out in the campuses of universities, primary and secondary schools for a period of time. The activities such as the dragon dance movement entering the campus and training courses for coaches have been held, and the results are also very obvious. However, the dragon Dance movement should have higher requirements of The Times, and the inheritance of the dragon dance movement into the campus should be complete and comprehensive. On the one hand, to adapt to the campus cultural ecological environment of the soil, the content should be targeted to modify, not only to meet the characteristics of the physical and mental development of students in different segments, but also to meet the interests of different student groups. On the other hand, the teaching content, methods and means of dragon dance should be strengthened systematically and integratively, and the training direction of both theory and practice should be set purposefully and consciously for students. In addition, the dragon dance movement of the campus heritage not only to have in class, a wider range of content of the construction of campus sports culture also should cover, through social organizations, sports games, activities such as campus culture exhibition to show dragon dance movement, let college students under the dragon dance culture edification, learning motor skills, inherit cultural spirit.

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Three Dimensions of The Development of College Dragon Dance from The Ideological and Political Perspective

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Abstract: The Dragon Dance carries the excellent national traditional culture. It is the spiritual home and cultural blood of the Chinese nation after thousands of years of inheritance and accumulation. It has important ideological and political education value. By categorizing the ideological and political values of college dragon Dance, it can be divided into enjoying fun, promoting the coordinated development of education, enhancing physical fitness, correctly guiding the value orientation, improving personality, strengthening the construction of social norms, tempering the will, and focusing on the shaping of noble spirit. According to the ideological and political value of the dragon Dance movement in colleges and universities, this paper puts forward three dimensions of development, such as the construction of ideological and political education system in disciplines, the training of teachers in schools, and the improvement of classroom teaching effects by teachers.

Key Words: Curriculum; Ideological And Political; Dragon Dance Movement; Ideological And Political Value

1.INTRODUCTION

In 2020 the Ministry of Education issued the institutions of higher learning education course construction guidelines "notice, notice points out to strengthen the Chinese excellent traditional culture education, to hold" mainstay "teachers, curriculum construction" main ", "main channel" of classroom teaching, combining recessive education show unity, build full, full, all-round education pattern.

Table of ideological and political values of dragon Dance in colleges and universities

Education value	Education together	The value orientation	Social norms	Spirit to shape
Value guidance	Moral cultivation, cultural foundation, responsibility	We should strengthen our sense of patriotism, establish a sense of social responsibility and uphold the right socialist values	Set up the right ideal belief, build a strong personality	Indomitable struggle, hard work, self-improvement, respect for teachers, speaking ceremony and trustworthy, unity and cooperation

1.1 Enjoy fun and promote the coordinated development of education

In the process of development, dragon dance in colleges

and universities pursues the traditional moral idea of "unity of nature and man" and harmonious development of man and nature Through physical exercises, so that the students in the learning process in a workout, enjoy the fun in exercise, alleviate the pressure of the students in the learning process, the exercise of the student body at the same time, the rich student spiritual life, strengthening student's moral cultivation, increase students' cultural background, so that the students initiative to assume social responsibility, promote the all-round development of students. In the course of dragon dance in colleges and universities, we should make good use of the main position of traditional culture education, bring into play the synergistic value of ideological and political education, and promote the coordinated effect of explicit education and invisible education. In the process of learning and practicing dragon dance, students can understand the formation and development of dragon dance, and gradually develop good moral cultivation. In the invisible environment of education, students can subtly learn explicit education and promote their all-round development.

1.2 Enhance physical fitness and correctly lead the value orientation

When designing the teaching plan and teaching objectives of the dragon Dance course in colleges and universities, we should not only consider the enhancement of students' physical fitness, but also integrate the social core values with the excellent traditional Chinese culture and integrate them into the teaching course, so as to carry out the correct value-oriented guidance. In the process of learning the dragon dance, students will establish correct socialist values, outlook on life and world outlook, strengthen patriotism and make them become good citizens who abide by law and discipline. The dragon Dance in colleges and universities leads the value orientation of education by "ideological and political", and can promote the organic integration of skill teaching, ability training and value orientation in the course of physical education, so as to reflect the educational function of "ideological and political" in the course of dragon dance.

1.3 Perfect personality and strengthen the construction of social norms

Influenced by the current world popular sports culture and values, the phenomenon that the contemporary youth flatter foreign culture and youth "feminine", and the ideal faith and personality belief gradually decline is becoming more and more serious. During the development of the

dragon Dance in colleges and universities, the heroes of the Chinese nation can guide students' behavior rules and regulate their ideals and beliefs, so as to help them establish correct ideals, beliefs and patriotism in the process of learning and growing up, and build strong personalities. The dragon dance courses in colleges and universities should form a three-in-one education process of the whole staff, the whole process and all aspects, adhere to the student-oriented, promote the sound development of students' personality and strengthen the construction of social norms. Dragon dancers have "three exercises": cultivation of the mind, mouth and morality. That is, the heart should be right, listen more and speak less, be strict with yourself, forgive others. Therefore, the ideological and political education of dragon dance course can promote students' all-round development and strengthen their awareness of social norms.

1.4 To temper the will, focusing on the shaping of noble spirit

The pursuit of dragon dance is to surpass the level of skills, which is more of a spiritual and physical quality. Colleges and universities to carry out the dragon dance sport, through learning and repetitive practice, in the process of shaping indomitable, the spirit of hard work, and an unyielding quality, as well as told, speak rites faithful etiquette training students in the process of learning, practice, dragon dance, emphasize the traditional virtue of Chinese people, such as etiquette, told through repeated practice in the process of teaching and teachers' guidance, Can better temper the student's will, shape the student "spirit".

2. THREE DIMENSIONS OF THE DEVELOPMENT OF COLLEGE DRAGON DANCE MOVEMENT UNDER THE GUIDANCE OF IDEOLOGICAL AND POLITICAL IDEAS

2.1 Discipline: Construction of ideological and political education system of dragon Dance course

The construction of ideological and political education system of dragon Dance course in colleges and universities should be based on the teaching practice of colleges and universities, and proceed from the actual situation of schools and the needs of students' physical and mental development. Its contents should include the fundamental task of "cultivating people by virtue", and explore ideological and political elements in the course of dragon dance in colleges and universities and integrate them into classroom teaching. The dragon Dance in colleges and universities can carry forward the excellent national traditional culture, strengthen the sense of patriotism, establish a sense of social responsibility, and establish the correct socialist values. While constructing the ideological and political education of national traditional sports, we should pay attention to the rational integration of the ideological and political elements explored into the fundamental task of "cultivating people by virtue". In the process of constructing the ideological and political education system of the course, the teaching materials of dragon Dance are revised, the teaching resources are rationally allocated, the curriculum structure is optimized, the teaching design is perfected, and the

ideological and political elements of dragon Dance are rationally wedded into classroom teaching, so as to construct a perfect ideological and political education system of the course of dragon Dance and physical education in colleges and universities.

2.2 School: Cultivate excellent dragon dance teachers

Teachers, preaching and educating also confused. Teachers not only undertake the task of implanting knowledge and cultivating ability, but also should pay attention to cultivating students' virtue and setting up correct values. Teachers are not only implementers of school education, but also organizers of classroom teaching. The quality and quantity of teachers of dragon Dance in colleges and universities determine the quality and quality of ideological and political education. Schools should introduce high quality dragon dance physical education teachers to implement the fundamental task of moral education, and give full play to the function of teachers' main body education. Introduce excellent teachers who can actively participate in ideological and political training, understand the core contents of ideological and political training, and establish moral and subjective consciousness. In addition to introducing excellent teachers, it is necessary to strengthen the training and guidance of existing teachers. Guide them to change their inherent teaching ideas, understand the ideological and political functions of the Dragon Dance movement, and be familiar with the "moistening things silently" by using the ideological and political elements of the Dragon dance movement. So as to implement the fundamental task of moral education.

2.3 Teachers: Improve the classroom teaching effect of dragon Dance

The courses of dragon dance in colleges and universities mainly teach the sports skills of dragon dance, and the exercise of basic skills is an essential part of dragon dance. However, the exercise of basic skills is boring and extensive, and it is difficult to arouse students' interest in learning. Under the ideological and political ideas of the course, the teaching of dragon Dance in colleges and universities should increase the interest of ideological and political education, enrich the teaching content and enhance the attractiveness of the course. Therefore, teachers need to improve classroom teaching effect, enrich teaching means and innovate teaching methods. In the teaching of dragon dance in colleges and universities, ideological and political elements should not be forcibly added, but should be combined with the characteristics of students and the needs of physical and mental development, and grasp the interest of students to carry out teaching design. Adopt teaching methods that students like to see, shape students subtly and improve the classroom teaching effect.

3. CONCLUSION

Ideological and political courses are not to change the word order of ideological and political courses. Ideological and political education needs to be reflected in the dragon Dance course of colleges and universities through the whole staff, the whole process and the whole direction, so as to break the fortress of the dragon dance

course of colleges and universities, meet the development opportunities of the new era and promote the development of the dragon dance in colleges and universities. Through the exploration of disciplines, schools and teachers, we will build a comprehensive ideological and political education system of the Dragon Dance movement in colleges and universities, and train students to be socialist builders in the new era with all-round development of moral, intellectual, physical, aesthetic and labor.

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Traditional Embroidery Sashiko: From Functional to Decorative

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ABSTRACT: Sashiko is a type of traditional rural embroidery, which belongs to civilian hand embroidery. It originated from the agricultural era, with its unique art form exists in the folk, spread up to now. Since its emergence, stitching has been a practical technique associated with poor times when materials were scarce. People used this technique to mend clothes and make them warmer and more durable. With its own development, it has gradually become a rich decorative art form. In this paper, the background of Sashiko is analyzed from three historical stages: the origin of the Edo period, the decline of the late Meiji period, and the revival of folk arts in the early Showa period. Focus on Sashiko as a decorative art form in the contemporary context of the global handicraft Renaissance.

KEYWORDS: Sashiko; Japanese Needlework; Traditional Handicraft; Traditional Costume

1.INTRODUCTION

Sashiko is an ancient craft originating in northern Japan, called Sashiko in Japan, which literally means "small thorn" or "small needle prick". From a technical point of view, Sashiko refers to the simple stitching of one or more layers of indigo-blue fabric with white cotton threads, which appear in a regular pattern over the indigo-dyed fabric. Keeping the stitch size neat and consistent during production is a basic requirement, and the stitch size varies according to the number of layers of fabric being stitched together. Most Sashiko sewing is done with a single thread, and even sewing with multiple threads follows a certain needle order, adjusting the stitch length and needle order according to the pattern.

At first, Sashiko was used as a functional technique for sewing clothes to increase the strength of the fabric and prolong the service life of the fabric. The clothes made by Sashiko were not only strong and wear-resistant, but also better than ordinary clothes in terms of heat preservation. As technology developed and Japanese society changed, with the advent of man-made fibers, Sashiko was no longer needed as a practical technique for strengthening clothing. Sashiko patterns are dense and have certain structural rules. They combine the rural style and complex patterns, gradually forming their own aesthetic characteristics and showing more decorative art features on the basis of taking into account the practicality. Sashiko's decorative patterns and distinctive artistic style are favored by quilters, embroiderers, and other textile artists, and today Sashiko are widely used in clothing and various craft textiles.

2.ARTISTIC CHARACTERISTICS

The traditional Sashiko pattern is made with white stitches

on indigo fabric. In fact, the color of Sashiko evolved from a poor and oppressive class structure. During the Edo period, the government promulgated the "Frugal Law", which prohibited the lower-class people from wearing brightly colored clothing with large pattern decorations. Under its influence, the traditional Sashiko is usually indigo blue and white in color. In 1868, The Meiji Restoration of Japan, the "Frugal Law" was abolished, and the traditional single color Sashiko began to show a bright color matching tendency, which also reflected the Aesthetic consciousness of The Japanese nation. Sashiko often used yellow, green, blue, purple, and red embellishment. At the end of the 19th century, with the introduction of synthetic dyes and chemical dyes, the traditional blue dye was replaced, and Sashiko fabric color was no longer fixed.

Period	Legend	Feature
The period of "Frugal Law"		Fixed color: indigo blue, white
The "Frugal Law" was abolished		Diverse colors: Bright color

Figure1.Changes of color characteristics of SASHIKO before and after "Frugal Law"

Charts produced by the author

Japanese Sashiko motifs are related to the customs and culture of the country, influenced by religious ideas, Zen motifs and auspicious motifs, and borrowed a large number of elements from other textiles. Traditional Sashiko patterns are composed of simple geometric figures, plant patterns, family emblems and auspicious patterns, with a quiet and simple style and strong decorative power. According to regional division, Japanese folklogists Tanaka Chūzaburō classified Sashiko patterns in the Edo period into three major schools, namely, SHONAI SASHIKO, TAUGARU SASHIKO and NANBU SASHIKO. Sashiko schools do not exist in isolation. They have their own characteristics and similarities, and influence each other in the process of development.

3.CULTURAL BACKGROUND

Sashiko originated in the northern rural areas of Aomori and Yamagata in northeastern Japan in the early 17th century, according to the time and origin of SASHIKO. The development of Sashiko can be roughly divided into three stages, namely the pre-Edo period (before 1615), the Edo Period (1615-1868), and the Meiji period (1868-1912). The development of Sashiko

was most prosperous in the Edo period. Class divisions were severe in the Edo period. In 1643, the government issued a proclamation on the restriction of peasant clothing. Silk was restricted to be bought and worn. Silk was only privileged to be worn by a few families of the warrior class. Civilians were forbidden to wear cotton clothes.

Because of the cold weather in northeastern Japan, cotton cannot be grown, and cotton is especially scarce in northern Japan. The northeastern region is more suitable for ramie or hemp plants. Hemp and other plant fibers are grown and woven into clothing. The fabric made from hemp is hard and coarse. Since the thread is thicker than cotton, the gap between the weft and warp is larger than in cotton. To resist the cold in winter, it is not possible to keep warm only by a single layer of linen and flax. Thick layers are necessary. You can only sew as many layers of cloth as possible, and fill the gaps between the layers with flax to prevent the cold from passing through these gaps, as seen in Figure 2, appeared. In addition to quilting layers of fabric together, the stitch pattern is used to soften the fabric, thus making it easier to wear. Therefore, the sewing technology of the fabric is very important.



Figure 2. Hemp is filled between layers of fabric



Figure 3. Stitching details of multiple layers of fabric photo from: Amuse Museum Collection, Tokyo

Before the 18th century the sea of Japan north ship trade routes opened, cotton trade finally came to the northeast, in addition to the local landlord class may buy and wear kimonos from Kyoto and Osaka, most of the poor state of the villagers can only afford a waste cotton scrap, so made of cotton cloth become a valuable resource, Small pieces of cotton were sewn into the linings of clothes or used for repairing, and the technique of repairing cloth became a necessary life skill. In the lack of agricultural era, people wear clothing, year after year old, broken is not willing to throw away, or in order to increase the thickness of the clothes to keep warm, civilian use pieces of fabric to be mended or upset, it constantly composed of abandoned cotton cloth joining together, repair fabric called Boro, Boro in Japanese means "tattered rags". Sashiko stitching is an important part of boro patchwork repair (see Figure 3).

Sashiko was originally a fabric quilting technique for functional needs such as warmth, repair, strength enhancement, saving and reuse. Sashiko's unique

practicality makes it a winter uniform for farming or fishing families in northeastern Japan. Sashiko is believed to be a traditional folk craft passed down from mother to daughter, and the skill of a woman's embroidery became a source of income for the family and a necessary condition for a young woman to have a successful marriage. Sashiko became part of the bride's dowry in some areas. With the passage of time, these stitches began to change, and gradually evolved into a school of embroidery with decorative patterns. By the Meiji period, Sashiko techniques had evolved from small family word-of-mouth into a large-scale, systematic organizational activity. "The practice of sashiko stitching allows interested women to gather together in a supportive group environment in which they are able to take a step back from the stresses of everyday life as they revisit the simplicity of hand-sewing an item stitch by stitch."²

With the development of social economy and the abundance of material resources, artificial fibers began to replace cotton and linen fabrics. "By the end of the Taisho era (1912-1926), very few women from farming families were able to produce this style of stitching."³ And few married women wore Sashiko clothing. Since Sashiko was originally used as a functional quilting technique, this traditional handicraft, which was used to repair old clothes and was associated with "poverty", gradually fell out of use and even declined in the stream of time.

During the folk art movement in the early Showa period, the famous Japanese folk art theorist and artist Soetsu Yanagi (1889-1961) highly evaluated Sashiko, which led to the revival of the folk art movement, so people re-examined this craft. Sashiko as a decorative handicraft began to be slowly revived. It can be seen that the social background, political factors, climate environment, economic level and cultural aesthetic have a huge impact on the formation, development, decline and revival of Sashiko.

4. DECORATIVE ART FORMS

The traditional Sashiko pattern is made with off-white stitches on dark indigo fabric. These colors always evoke a sense of serenity and serenity, like the tip of an iceberg in the ocean, or the deep blue mountains covered with snow. A growing number of artisans are reviving Sashiko stitching, and many prominent clothing brands have created sashiko-inspired pieces. KUON, a brand founded in Tokyo, Japan in 2015, insists on making clothes with Sashiko traditional craft and ancient cloth. The cloth with a history of 50 to 150 years is used. The texture of natural wear and tear is reshaped and has the texture left by the years that are hard to replace. Based on the sense of restoring ancient ways, new techniques and new technologies are applied to give Sashiko craft a new sense of The Times in the clothing, to integrate the retro culture with the contemporary lifestyle, and to show different clothing aesthetics.

With the revival of traditional crafts in the global context, Sashiko craft is back in the public eye. The inherent artistic features of Sashiko are highly decorative. The combination of Sashiko with other modern popular elements and modern design concepts has extremely rich

and changeable creative possibilities and design forms, which are not limited to the textile design fields such as clothing and home furnishing, but can also be seen everywhere in other design fields. Sashiko's decorative rather than functional nature was emphasized and became a purely decorative art form.

5. CONCLUSION

Sashiko, as a traditional handicraft, was originally practical. In times of privation and under the restrictions of the "Frugal Law" of the Edo Period, Japanese peasants, out of the need to keep out the cold and to be thrifty, had to use the technology to repair and strengthen their old clothes and extend the life of each fabric. Sashiko craft was an important life skill in those days. With the change and development of Japanese society, Sashiko existed as a folk female art and gradually formed its own aesthetic characteristics.

The Japanese folk art movement initiated by Soetsu Yanagi makes people rerecognize Sashiko as a "craft of the people". In Soetsu Yanagi's opinion: Folk crafts contain the beauty of nature, which best reflects the vitality of the people, so the beauty of crafts belongs to the beauty of kindness and warmth. Sashiko, as a form of traditional

handicraft, is full of life and true feelings. It is rooted in People's Daily life. It conveys a positive attitude towards life through simple decoration and has strong national aesthetic and artistic personality. Sashiko has a unique cultural connotation and aesthetic value. Under the influence of modern society's popularity and aesthetic consciousness, Japanese Sashiko's unique decoration makes it reborn in the field of modern art and presents more diversified forms of expression.

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Filming Against Culture: The Phenomenology of Becoming in Visual Ethnography

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Abstract: Based on Lila Abu-Lughod's concept of "tactical humanism" which encourages a close look at multiplicity, particularity, and subjectivity in ethnographic writings, this paper questions if such practice can also be applied to the production of audio-visual media and further argues that visual ethnographers take on an additional responsibility than ethnography writers. Different from ethnography writer's documentation of "*having-been-there*", the visual ethnography should be capable of imagining, inventing, and *becoming*. Reviewing three non-fiction films, *Moi, Un Noir* (1958), *The Act of Killing* (2012), and *Kite* (2020), this paper demonstrates their endeavors of "ethnography of particulars" through audio-visual constructions and bridges Gilles Deleuze's philosophy of "double becoming" with the practice of ethnographic filmmaking.

Keywords: Visual Ethnography; Phenomenology; Anthropology; Tactical Humanism; Gilles Deleuze

1. INTRODUCTION

In "Writing Against Culture", Lila Abu-Lughod unravels the pitfalls of anthropological methods that often construct generalizations and over-simplified assumptions based on cultural difference. Abu-Lughod criticizes the ethnographic accounts of the time, which presented culture as static, homogenous and coherent, therefore ignored the cross-over between societies, historical and cultural changes, subjectivity, and what Abu-Lughod called, "tactical humanism" (Abu-Lughod 138). She puts forth this term as a way of countering reified ideas of people as collective types or cultures. To write "against culture" and other fundamentalist, essentialist concepts is to produce humanistic "ethnographies of the particular" instead of ethnographies of culture as a generalized, binarized whole. Abu-Lughod argues that what the concept of culture does is dividing practices, which are fundamental methods of enforcing inequality (Abu-Lughod 143). Building on Edward Said's point on "eliminating the Orient and the Occident altogether", she clarifies that by "writing against culture", she does not mean the erasure of all differences, but the recognition of more discrepancies and the complexity of them. She proposes three modes of writing against culture: practice and discourse, connections, and ethnographies of the particular. In a sense, Abu-Lughod's writing against culture is a writing against boundedness, partiality and generalization.

Since the turn of the century, with the advancement in technologies, digital media, and the rise of the internet, film and other audiovisual media have become more popularized. Discourses of the visual, particularly of

ethnographic films, within the discipline of Anthropology had also shifted partly through changes in technology, but more through changes in theory. Many visual anthropologists would claim themselves as simply anthropologists – with the same interest in kinship, materiality, religion, aesthetics and so forth as their colleagues – with special attention paid to the visual and the visible manifestations of those areas of human activity and creativity. While Abu-Lughod calls for a "writing against culture" in ethnographic writings, shall a visual anthropologist also inquire a "filming against culture" in ethnographic films?

This paper asks about how to film against simplification and boundedness. In the three modes of writing against culture, Abu-Lughod suggests a recognition of multiplicities. Through practice and discourse, which signals a shift away from the coherence that the culture concept carries, one acknowledges "the play of multiple, shifting, and competing statements" (Abu-Lughod 148). Through a focus on the connections and the interconnections in terms of both space and time, one writes against partiality and limitation. The third mode that Abu-Lughod highlights is the "ethnographies of the particular". This emphasis on the singularity of ethnographic encounter is self-evident in the medium of motion pictures. The photographic image is a direct evidence of the interpersonal singular encounter. One can paint a portrait or write a descriptive vignette about another individual at anytime from anywhere in the world, but the photographic image of the other can only occur when she is physically in front of the camera at a specific moment. When looking at the moving photographic images, we confront with what Roland Barthes coined the "having-been-there" quality of its contents (Barthes 44). In a sense, the photographic image reaches a similar effect as Geertz's thick description of "having-been-there", and film is therefore a testament to the existence of a specific thing, in a specific place, and at a specific time. The type of ethnographic films that this paper addresses and proposes is following and continuing the agenda of the three modes that Abu-Lughod suggests: to realize and to respect the multiple, unfolding contingencies of life, to be aware of and to appreciate the interconnection between the past and the present, and to present and to preserve the implied message of photographic images: "That has been". However, this paper aims to extend Abu-Lughod's three modes when applying it to motion pictures. *What more can film offer to the discourse of tactical humanism? What are the responsibilities that a visual ethnographer or a filmmaker takes on, that are different from an anthropologist who writes (against) culture?* The

ethnographic films should not only actualize the interplay between the past and the present, but also their connections with the future. At the same time when the ontology of the photographic image is embalming, as Andre Bazin claimed, it has the potential of inventing and creating. Through dreams, fantasies and imaginations, ethnographic films should illustrate more than a “having-been-there” – a *becoming*.

In her discussion of Anna Deavere Smith’s theatrical works, Kondo notices a *becoming* in performances.

“One cannot have the Other, so one must *become* -- or more accurately, *take in* -- the Other. The uniqueness of the subject paradoxically resides in the reproduction of multiple, lost objects... Smith’s work stages this logic of identification through reproducing efforts to *become* the other, citing multiple, lost objects in an inevitable failure to become those objects. In the failures lies the possibility of agency and of political change, for each repetition is inevitably repetition with a difference.” (Kondo 118)

Through repeating practices of performing another person, Smith is becoming the other. Yet Smith is not completely the other – she becomes the “them” that they present to the world. Indeed, Kondo accentuates that Smith’s acting theory is presupposed with the difference between self and other, that one can never truly *be* the other. Smith “does not become the other; for her, the spirit of acting is what she calls the ‘broad jump’ from the self to the other” (Kondo 104). In a sense, Smith posits differences at the heart center of acting and embraces the possibility of partial connections and partial understanding.

Kondo’s reading on Smith’s performance not only highlights the phenomenology of becoming but also underscores the irreducible singularity and difference in which one can never be the other but can only leap towards the other. Kondo also alludes us to another kind of becoming: a *double becoming*. In the process of becoming other, the self is leaping towards a middle point where the other becomes. Both the self and the other become one another. The late Gilles Deleuze was especially interested in the idea of *becoming*: not only the transformation from one identity to another, but more, as the “multiplicities” composed of heterogeneous singularities in dynamic compositions. Deleuze’s concept of becoming is in conversation with the ideas of “being”, launched by Martin Heidegger. For Deleuze, “being” is a problematic ontological concept. Being is dialectically one-sided because it only posits the one at the expense of the many. Deleuze believes that the one cannot exist without the many and suggests that the solution to this problem is that “one=many”. Every object is both one and many, and each moment of time is past, present and future simultaneously. In the preface to *Difference and Repetition*, Deleuze touches on what he calls “the double nature of becoming” (Deleuze, *DR* xxii). Building on Spinoza’s concept of Monism, Deleuze argues that difference is not only a socially observable phenomena but also a process: instead of conceiving ourselves as static unchanging objects, Deleuze suggests that the subject is incoherent and exists in a constant state of becoming, which mirrors to Kondo’s discussion of Smith’s acting that “for each repetition is

inevitable repetition with a difference”. In other words, as we see in *A Thousand Plateaus*, “Becoming is always double, that which one becomes becomes no less than the one that becomes”. The restlessness of becoming reveals the relationality of things. To illustrate this double becoming, Deleuze gives the example of the wasp and the orchid. From a structural point of view, “one could say that the orchid imitates the wasp, reproducing its image in a signifying manner”. But Deleuze emphasizes that there is another level where “something else is at work: no longer imitation... but a picking up of code... a true becoming, a becoming-wasp of the orchid and a becoming-orchid of the wasp” (Deleuze and Guattari 31). In a sense, the wasp or the orchid becomes in part the other by picking up and assimilating aspects of the other, and in the process transforming both those aspects and themselves.

This paper intends to apply the idea of becoming as well as “double becoming” in motion pictures. *How can anthropological methods and concepts incorporate evidence of these kinds of becoming? What would a Deleuze-inspired ethnographic film accomplish that others might not?* In his writing about cinema, Deleuze refers becoming to a temporalization of the image in series, where the present is never pure but is rather the site of a constant crossing of the past and future (Deleuze, *Cinema 2* 275). In order to situate the Deleuzian becoming as an eventful, processual series in films, this paper examines three films that arrange from documentaries to ethnographic films. Rodowick points out that to transform the dualities of subject and object, true and false, fabulation requires a double becoming. He argues that there must be “a new relation between filmmaker and subject, a new ethnography, as it were, where the task of both is to become-other” (Rodowick 161). The three films – *Moi, Un Noir* (1958), *The Act of Killing* (2012), and *Kite* (2020), though vary in styles and subjects, nevertheless illustrate the multiplicities of becoming in between the characters, the filmmaker, the camera, and the viewer.

2. MOI, UN NOIR

A French filmmaker and anthropologist, Jean Rouch is known for his filmmaking practice of “shared ethnography” that challenges the single authorship of conventional cinema and favors collaborations. Rouch’s film *Moi, Un Noir* (1958) features a group of young immigrants from Niger, who in most parts of the film, play themselves and their ego ideals. Rouch’s interlocutors are acting in the movie of their lives, making his films distinguishable from other observational ethnographic films. Rouch calls this form of having the “other” speak on his own behalf ethnographic surrealism (Colley 114). Recognizing that cinema objectivity was illusionary -- that cinema could only create a biased, or a pseudo reality, Rouch demonstrates the coevalness of the ethnographic experience through improvisation, sharing the status of author and creating his own cinematographic reality. Stoller regards Rouch’s films as the embodiment of the cinematic extension of the theatre of cruelty (Stoller 85), that the films present unsettling images in order to transform the audience psychologically and politically. The term “theatre of cruelty” was discussed by Antonin

Artuad in his pursuit to make theatre a means of “unveiling the fundamental structure of the unconscious”, against the Lacanian “misrecognition” of the cinematic image, and freeing it from language (Stoller 87). The “cruelty” of Rouch’s films lies in his philosophical intent of transforming his viewers behind the ethno-fiction stories in his films. In *Moi, Un Noir*, we see how hard the young immigrants work at the port, how little they are paid and are belittled as human beings. Through witnessing the cruelty, the audience is outraged by his suffering. For Rouch, the cultural decolonization should begin with the personal decolonization of the audience (Stoller 90).

Moi, Un Noir illustrates not only the *becoming* of the audience, but also the *double becoming* of the filmmaker and the characters.

“It may be objected that Jean Rouch can only with difficulty be considered a Third World author, but no one has done so much to put the West to flight, to flee himself, to break with a cinema of ethnology and say ‘Moi, un noir’.” (Deleuze, *Cinema 2* 223).

Quoting the title of the film, Deleuze highlights how the “becoming another” – through storytelling that is created to reinvent a people (Deleuze, *Cinema 2* 150) – becomes the becoming of the other. Rouch’s characters are in a constant trance, a passage, or a *becoming*. In *Moi, Un Noir*, there are real characters unraveled through the roles of their storytelling, “Edward G. Robinson” the migrant manual laborer, “Dorothy Lamour” the prostitute, “Lemmy Caution” the unemployed man from Treichville: the characters pass from one state to another. Deleuze also notices that Rouch’s films demonstrate a double-becoming through which the real characters become another by storytelling, while the author too becomes another by providing himself with real characters (Deleuze, *Cinema 2* 223). A becoming passes between the “people” who are missing and the “I” of the author who is now absent, creating a collective utterance – an utterance that expresses the impossibility of living under domination, but thereby constitutes an act of resistance. The authors takes a step toward real characters, while these characters in turn take a step toward the author: a *double becoming*. The author could express himself only by becoming another through a real character, and the character in turn could act and speak only if his gestures and words were being portrayed by a third party.

Deleuze continues, “the filmmaker and his characters become others together and the one through the other” (Deleuze, *Cinema 2* 153). The cine-trance embodies the synchronization of the filmmaker’s eyes, the camera’s eye and the film’s participants. For Rouch, the desire is to suppress and bridge differences, rather than transgress them. The “fiction” of the film is based on long-term ethnographic research where Rouch presents the audience how the city confines the characters from self-reinvention and personal subjectivity (Grimshaw 112). Yet Rouch and his camera follow their characters passage within the city landscape and *invent* alternative moments of transformation in the imaginative. *Moi, Un Noir* is a film within a film, where a fictional story is constructed within the film and the film is a bridge for contact to the other.

Rouch attempts to access the Other beyond the knowable and the tangible, in which his use of fiction reveals the subjectivities of his characters. His films therefore function as a critique to the agenda of knowing the subjects in rational ways in conventional ethnographic films.

Different from other films in Africa by Rouch, in *Moi, Un Noir*, it is particularly through fantasy and dream do the characters *become*: they become stars in Hollywood movies, boxing champion, perfect lover. The first fantasy occurs when Robinson dreams about himself as “Edward G. Sugar Ray Robinson” and challenging for the world super-featherweight title, with his friend Tarzan in his fantasy as the trainer. He defeats his rival and knocks him out of the ring. Yet the film quickly turns the fantasy back to the diegetic reality of the film, as we realize that Robinson is no more than an anonymous member offstage watching a boxing match. The second dream sequence happens outside the Bar Mexico, where Robinson dreams about Dorothy Lamour inviting him into her bed. After panning down from a closeup of her face to her breasts, the camera shifts back to the diegetic reality again, revealing that Dorothy Lamour has spent the night with an Italian sailor. Rouch recounts Buneul’s influence on his works and in *Moi, Un Noir*, he tries to cross the barrier between dream and reality where dream is just as real as reality (Feld 143). *Moi, Un Noir* presents the interplay between the sleek escapism of cinema and the harsh truths of life.

Alongside the camera, we follow Robinson around the city of Abidjan, where spectacles like cars, movie theaters, markets are permeated, and people and things are constantly moving. Robinson is never static too. Through the walking journey towards and within the cityscape, we sense the transformation of these invisible yet marginalized migrant workers. However, we soon realize that Robinson’s attempt to enter into city life is fruitless as he was constantly refused and excluded outside. They move within the landscape but are denied having real connection with it. At the end of the film, when Robinson says, “Let’s go home”, the film presents a sign that writes “the end of the road”. While the migration towards urban capitals is a passage in space, *Moi, un Noir* shows these young Africans are confined within the city. The moments of free subjectivities are only endowed in the realm of memory and dream. And it is in Robinson’s fantasies we see the transformation and reinvention of self. Here, *Moi, Un Noir* reflexively draws our attention to the ability of film as a medium to transform and to *become*.

Deleuze’s “becoming” also calls for a new ethic of becoming revolutionary, in which becoming “crosses limits, carries out metamorphoses and develops along its whole path an act of legend, of story-telling” (Deleuze, *Cinema 2* 275). Deleuze accounts that in Rouch’s cinema, the camera, instead of marking out a fictional or real present, “constantly reattached the character to the before and after which constitute a direct time-image” (Deleuze, *Cinema 2* 152). The question towards *Moi, Un Noir* about if it’s a film of fact or a film of fiction would receive the answer that it is disguising with fiction in order to reveal

the fact: the characters who are manual laborers are played by actual laborers. Further, as Loizos argues, this becoming is even complicated because the characters are modelling themselves on the fantasy characters of Hollywood films (Loizo 53), which also mirrors a real-life situation. By blurring the boundaries between fact and fiction, observation and participation, objectivity and subjectivity, *Moi, Un Noir* criticizes the academicism that pervades the field of anthropology and ethnographic films. In a sense, the film is a cinema of cruelty in which, through the subversion of an existed convention, the film challenges the viewers to confront our own ugliness. *Moi, Un Noir* calls for a becoming from its audience, a becoming to question the paradigm of cinema and social science, a becoming to learn something about African proletarians, who live half on dreams while yearning for the real which is like dreams, beyond their reach.

3. THE ACT OF KILLING

The first Indonesian documentary that was nominated for the Academy Award, *The Act of Killing* (2012) documents a bizarre camaraderie of executors of the Indonesian killings of 1965-66, and narrates their rise to fame while they recreate a cinematic autobiography. Invited by the filmmaker Josh Oppenheimer, Anwar Congo recounts his experiences killing for the cameras, and reconstruct scenes depicting the tortures and interrogations happened in Medan, Sumatra, forty years before. As Robinson fantasizes about becoming a Hollywood movies star, Anwar and his gang associates have origins as the “movie theatre gangsters” whose first illicit marks were selling movie tickets to popular Hollywood cinema in the early 1960s. Anwar and company claim that Western cinematic aesthetics helped guide their hands in the murders of Indonesia’s communists and many others. As Anwar lightly points out, watching a “happy film like an Elvis Presley musical” would allow him to “kill in a happy way.” Probably influenced by the cinephilia of Anwar and his fellow gang members, *The Act of Killing* adopts its unreal, surrealistic form of reenactment. The killers reanimate their memories as well as dreams of the murders in the styles of their favorite movie genres: Westerns, gangster, film noir and musicals. Oppenheimer called the film, “a documentary of imagination”, where the filmmaker and the characters create and change reality “for the purpose of creating a metaphor that expresses the poetic truth of the situation.” (Oppenheimer 2014) What the filmmaker coined as the “poetic truth” refers to the “inherent awful truth of the situation at hand” that is rendered as cinema, as a dark mirror reflecting the painful, uncanny truth that one recognizes but hopes is not. The musical that Anwar and others made is the “cinematic reality” that tells the poetic truth of their victory and ongoing power.

The uncanniness is embedded in *The Act of Killing*, in which the filmmaker, the characters or the viewer feel “unsettled” or disturbed by the eventful encounter with the familiar yet unfamiliar truth. The disturbing documentary records and displays the reenactment of actual killings, designed to turn our stomachs and instill feelings of disgust. David Fleming might term *The Act of Killing* as one of the “unbecoming cinema”. Fleming’s “unbecoming”

focuses on a cinema that could, after Artaud, be defined as cruel: a cinema that by challenging taste and the codified perception of the self through a restricted approach to aesthetics enlarges our relation with the world, or even the definition of what the film medium is. In a sense, the “unbecoming” films are active agents that agitate the *becoming*: they “display a positive ability to modify viewer’s sense and thoughts, and generate actual movements of world” (Fleming 2). Elaborating on the ethics of affirmation, Rosi Braidotti points out that the Spinozian-Deleuzian affirmative *becoming* requires the ethical strength to process negativity, and the transformative path that leads to joyful becoming is conflictual and painful (Braidotti 10). Fleming argues that Deleuze’s ethical philosophy appears best suited for approaching forms of film that “desire or aspire to make a real *difference* in the world, by plugging themselves into, and operating upon, the nerves, brains, bodies and milieus they encounter” (Fleming 1). *The Act of Killing* demonstrates a series of double-becoming, through the crossover of the fiction and the non-fiction to deconstruct moral dualisms, the collaboration between human and nonhuman to create new meaning, and the becoming-other, between the diegetic and extradiegetic, induced by an image of shared recollection.

Binary systems of morality, “guilty/not guilty”, “good/evil”, or “truth/false” are set out as impossible ideals in *The Act of Killing*. In reaction to these limitations, the film commits to a form of activism that asks us to think differently about relationship between these binaries and asserts its ethics as a creative response to the limited actions available to “good” and “evil”, “truth” and “false”. As Rodowick suggests, in order to transform the structured dualism of morality, a new relationship between the filmmaker and the subject, is needed: it is for both to *become-other*. *The Act of Killing* displays hallmark characteristics of “shared ethnography” in its employment of collaborative documentary practices. Recognizing the inevitable performativity and artificiality in documentary’s search of “truth”, Oppenheimer encourages the film characters to “perform” for the camera. However, departing from Rouch’s concept of “shared ethnography” that is usually used with the guiding idea that getting into the subjectivity of characters will cause the audience to sympathize with them, Oppenheimer is trying to get us to be horrified at the blood lust of his subjects, and also to get his subjects to come to feel horrified by their own memories. The film consists of not only non-fictional interviews and observations, but also surreal reenactments of the characters’ dreams, memories and fantasies. Participating in the reenactment, Anwar’s neighbor, Suryano, tells the crew how his grandfather and he – as an 11-year-old at the time, had to bury his slaughtered step-father. Yet right after his reminiscence, he acts as a victim under the killer’s interrogation. The camera gazes at the suffering face of the now middle age man, while the viewer is disturbed by the cruelty of the reacting scene, but also confused and perplexed: how much truth was cloaked under this acting? The boundary between real and unreal, truth and false is

blurred: there is reality within the recreation of interrogations and the massacre, while at the same time, there is performance in Anwar's recounts of the past. This strategy seeks to weaken the connection that Elizabeth Cowie sees between documentary production of truth and Western morality: "The moral requirement to distinguish between the real and the illusory is central to modern Western culture and is part of privileging of the serious over illusion, the imagined, and fantasy, which are usually assumed to be the domain of fiction" (Cowie 21). This moral requirement is particularly compelling in a film about an atrocity: it should never deny the horrible reality of the killings even as it tries to help the audience understand the mental state of the killers.

In addition to amplifying the performativity of documentary reenactments as well as everyday life, Oppenheimer lets his ethnographic lens reveal the hints of surrealism present in everyday nonhuman material reality. The wreck of a downed airliner in the center of Medan neighborhood, or a group of bats behaving as one animal, are fabricated images that demonstrate the film's will to move beyond simply dismantling models of truth, but to *become*, to offer new perceptual truth. Corresponding to Lucien Castaing-Taylor's comment on surrealism as "the normalization of fragmented perceptual shock in urban life, and the increasing inertia of capitalist bodies" (Castaing-Taylor xiv), the image of the downed airliner is legible in terms of Indonesian local stories and news, but also is co-composed by non-local materials that are cinematically relevant to the event. We cannot see the airplane debris without noticing the temporal presence of Oppenheimer's camera in Medan, or without recognizing the visual assemblage between the airplane tusk and the hollow, abandoned fish sculpture used as a set prop for the killer's musical. In *The Act of Killing*, the nonhuman materials act and behave in a collaborative manner alongside human intentionality, and together produce and construct new meanings.

As Anwar and his old friend Adi catch up on old times at a fish club, the scene manifests the doubleness and multiplicities of cinematic images. Sitting next to the water, the two men fumble with an energetic fish. It is easy to forget that what we see are two mass killers, not two old men on a weekend fishing trip. The scene is edited naturally, yet almost uncannily smooth: following an establishing extreme long shot of the Anwar catching a fish, the film cuts to another long shot, from a profile shot angle, that shows Anwar removing the fish from the net. The perfect matches on the action between the first extreme long shot of Anwar catching the fish and the second shot of him removing the fish makes one suspect if the scene was carefully planned or rehearsed, alongside Andi's script-like speech that incited Anwar's later contemplation. The film cuts to a closeup of Anwar, who says, "I'm often disturbed in my sleep because when I strangled people with wire, I watched them die." The line is followed by an extreme closeup of Anwar fiddling with his fishing wire. Through the juxtaposition of images, it is clear that the wire in his hands bears a striking resemblance to his favorite weapon. The exact same

gesture of fiddling the wire, committed by Anwar throughout the film, reappears to the viewer in an unavoidable way: Anwar is inattentively contemplating past murders, propelling the audience to imagine him murdering his human victims in the same way as he visibly murdering the fish. However, the film presents us two seemingly contradictory streams of thoughts: first, we are signaled that the fishing sequence might be artificial; second, the viewer draws the violence of a past moment into the present with a synchronized activation of memory alongside Anwar. The brief moment when Anwar's hands are on the fishing wire is a crystalized image of shared recollection, in which the viewer is temporarily invited to think and feel *alongside* the killer: the viewer is allowed to *become*.

Many suspected whether the ending of Anwar revisiting the rooftop where he committed most of the murders, regretting his crimes is credible or it is somewhat made-up, performed by Anwar under the guidance of the filmmaker. Not only does Anwar play a victim in his own reenactment, it appears that he becomes a victim at the end of the film. However, the film once again reminds us to think twice about the doubleness of this ending: this is a man tortured and haunted by his own past, but he is also the actual perpetrator. Immediately below Anwar lies a wire. The wooden handle is already attached to the wall, as if the wire has waited and anticipated his renewed attention. The prefabricated wire comes back in the film for a final time, evoking the tacit memories released from their materiality, while revealing a falsity as they almost appeared as staged prop. Are we to believe that these objects happened to be there, or they are a part of Anwar, or Oppenheimer's planned storytelling? Yet it is this moment of doubt that demonstrates how *The Act of Killing* transform the documentary model of "truth". As Hoskins and Lasmana point out, the film "affords a space in which to confront a violent past, and provides an opening into rethinking a present that is tied to a future of alternative and transformative possibilities, a future that can be re-envisioned with the ability to imagine something other" (Hoskins and Lasmana 265). Allowing multiple interpretations and narratives, the film not only invites the characters, the filmmaker, and the viewers to *become-other*, but also imagines a *becoming* of documentary films.

4.KITE

Kite is a 30-minute ethnographic film that follows three young Chinese women in the US experiencing emotional illness. The filmmaker goes on a journey to understand the meaning of memories and time, bringing forth conversations across generations to make sense of these young women's pains as well as the filmmaker's own emotional disturbances. The film traces their struggles, their memories, and their dreams. Along with curiosity, excitement and fear, the three young women came to the US for college education. Yet the collective memories of China's cultural history and each individual's personal past kept haunting them in the present time. The film is structured as an essay film, consisting of three chapters, "Pieta", "Through a Glass Darkly" and "Becoming". Following the last chapter "Becoming", in which two of

the young women share their experience coming to terms with their body and with their emotional illness, the finale “Kite” comes in. In a certain sense, the finale functions as a passage, continuing the previous chapter while elevating it to another level. If the chapter “Becoming” is about how the individual struggles to come to terms with intolerable conditions and to shake loose, “to grow both young and old [in them] at once” (Deleuze, *Negotiations* 170), the finale “Kite” unravels even more complexities in the process of becoming, while delineating the *multi-becoming* of the filmmaker, the character and the viewer. The filmmaker asks, “tell me about the metaphor that you mentioned before, about feeling like a kite?” We hear the filmmaker’s voice coming from an off-screen space, while closely watching the reaction of Yuni. Yuni frowns and says, “when you phrase it as a metaphor, it doesn’t really sit right with me. Because, well, that’s just my feeling. I always feel like a flying kite... to a certain extent, that’s just my natural feeling.” Yuni seems to understand calling this a metaphor as asserting that this is just a temporary state she is experiencing, not something that is true of her all the time, her “natural feeling”. She opposed a metaphor (as a fleeting feeling) to an essence (as something always true of her). In a way, this seems to be a way for her to resist being encompassed or explained by a metaphor. Yuni refuses to see this state as something that she can move on from. But one hopes that this will change – for her, and to give her a greater sense of being grounded in the future.

Yuni continues her narration while her image is replaced by the visual of a flying kite, unfocused, against the bleak gray sky in winter’s Beijing. Beneath the visual of the kite, we hear her voice, telling us that after her grandmother passed away, she feels like an “untethered flying kite”. The juxtaposition between Yuni’s voice and the visual of the kite forms a crystalized image. Similar to the multiplicities embodied in the fishing wire in Anwar’s hands, the kite as a non-local, nonhuman, out-of-time material is co-composing Yuni’s story. Altogether, the human and the nonhuman, the present and the out-of-present behave and create something new. We see the kite but hears Yuni’s voice: Yuni is becoming the kite while the kite is becoming Yuni.

Yuni continues to unfold the multiplicities and the doubleness of *becoming-kite*. She says, “the untethered free-floating experience is definitely terrifying, but it’s also liberating and freeing.” At the end of the film, Yuni was able to rethink her past and her present. She imagines a future of many possibilities. As Deleuze wrote, “Becoming is not a part of history. History amounts only to the set of preconditions, however recent, that one leaves behind in order to ‘become’, that is, to create something new.” (Deleuze, *Negotiations* 171) However, a question still lingers: why would Yuni deny the filmmaker’s suggestion of a metaphor? It is evident that Yuni’s usage of the kite in order to describe her feeling is an example of metaphor, given the definition of “metaphor” as “a figure of speech in which a name or descriptive word or phrase is transferred to an object or action different from, but analogous to, that to which it is literally applicable”

(“metaphor, n1”). Nonetheless, Yuni insists on regarding her becoming-kite as anything but a metaphor. This instance functions as an eventful “unbecoming”, that disturbs and challenges the filmmaker and the viewer’s preconception of the character as well as the film’s content. Yet, such “unbecoming” is the prefigure of another multi-becoming: the becoming of the filmmaker, of the viewer, and of Yuni. In a sense, each of the three realizes something new, something familiar but never acknowledged. And if not too compulsory, maybe we can ask, is Yuni attentive to the Deleuzian *becoming*, that beings are not static but in constant becoming?

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On The Conflict Construction in Chris Ofili's Paintings--Taking The Holy Virgin Mary As An Example

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Abstract: Chris Ofili is a Nigerian black artist of contemporary Britain. He created some works in the 1990s, in which he made comprehensive use of various materials to make the works be distinct expressive. The generation of these expressive performance benefits from a series of conflicts constructed by him in the works. Aiming to explore and reveal the specific expression and significance of conflict, this paper will discuss from three aspects, which are material media, technique style and stratified space.

Keywords: Chris Ofili; Comprehensive Material Painting; Conflict; Construction

1. INTRODUCTION

Chris Ofili, as a famous Nigerian black artist in contemporary Britain, is known for his artistic works with unique black racial and cultural style. He is one of the most influential painters in the world. In the 1990s, he created some works using various materials, techniques and styles. The works have distinct characteristics of conflict. The "conflict" referred to in this paper is not the visual "contrast" effect in a general sense, but refers to the artist's intention to construct contradictory and conflicting performance characteristics between various visual elements, which are intended to make the work have a strong and distinct "mutation, rupture and destruction" on the presentational level. The conflict of his works is mainly reflected in the aspects of material media, stratified space and technique style.

2. MULTIPLE MIXING OF MATERIALS AND MEDIA

The Holy Virgin Mary created by Chris Ofili in 1996 is his most representative work with personal style. In this work, he uses various materials, such as acrylic, oil, elephant dung, map pins, polyester resin, glitter, paper collage, etc. The most controversial material used by Chris Ofili is what is known as "sick" lumpy elephant dung. In the work, the main character is a black woman. The dried and polyester resin coated elephant dung is placed on the breast of the Virgin, and it's used as a carrier to support the picture; A variety of oil painting pigments in the shape of dots form the face, hair and clothes of the Virgin. Around the main character, he collages a large number of paper printed pictures of black female genitals cut from pornographic magazines. Glitter is scattered in the background of the picture, and white map pins are embedded on elephant dung, combining the circular lines and letters. The visual form and texture of these materials are very different. For the work, they construct a strong conflict expression performance in a pluralistic and mixed

way.

Arthur C. Danto is a famous American art philosopher. He once said, "The artists have a unique power; they can make the established reality appear again in a heterogeneous medium." [1] Like this, the materials introduced in Chris Ofili's works are also endowed with this expressive potential. Simultaneously, the roles, attributes and functions of materials and themselves in the general sense are mutated and broken. Thus, the materials are transformed from the "pure things" referred to by Danto into artistic expression mediums. As a result, this transformation makes the physical properties of the material itself "defeated or suspended". In a general sense, the "physical property" of ordinary materials refers to the appearance and nature of things. In the work of *The Holy Virgin Mary*, the "material nature" of the materials themselves mostly vulgar. The artist transforms the original vulgar materials into a rich and polysemy artistic expression mediums. This process makes the materials have some "spirit medium" characteristics. [2] In addition to the strong visual contrast effect caused by materials differences, the main conflict stems from the breakthrough and expansion of the "physical" attribute of the materials. In his works, various materials share the "invisible attribute" pointed out by Danto after being transformed into performance media. These attributes mainly refer to the referential meaning and metaphorical connotation of materials, which is the "the transfiguration of commonplace" discussed by Danto. This "transfiguration" emphasizes the sudden and overall change, and reveals that the material has an unknown aesthetic dimension. The materials he uses breaks the boundary between materials as "pure things" and performance media, and endows them with richer content and significance.

Chris Ofili not only changes the connotation and functional properties of materials, but also changes the field of materials. The materials in the work have been changed to use scenes, and are arranged in the picture in a mixed way, which has an impact on the audience's cognition, understanding and acceptance habits. Specifically, these materials have the meaning of transmitting ideas, so the audience's cognition and interpretation of the materials must be carried out in combination with the specific context. This situation also makes the materials have more rich and ambiguous polysemy, metaphor and openness. For the audience, this transfiguration makes the materials have cognitive complexity, potential metaphor and polysemy in context and semantics. Therefore, the audience should examine

and grasp the familiar objects from a cognitive perspective in order to update their understanding of the materials and the profundity of the connotation. The multi-element hybrid application of materials has the expression of conflict and confrontation. It can foster materials become an organic part of creating conflict structure itself and highlight conflict. [3]

3. COMPREHENSIVE BREAKTHROUGH IN TECHNIQUE STYLE

Compared with traditional painting, Chris Ofili's painting techniques and picture styles show distinctive characteristics of synthesis, rupture and breakthrough. On the basis of inheriting his predecessors, he boldly and unconventionally uses various techniques in artistic creation. It breaks and integrates the expression mode of traditional painting creation. In terms of expression techniques, he mainly adopts painting, splashing, collage, mosaic, pile molding and other techniques, pays attention to the hybrid composition of the picture style, and prefers precise, complex and detailed handmade traces. Therefore, the style of his works change from simple description to emphasis on handcraft and technological visual characteristics, which have constructed a variety of conflicting performance effects in his works.

Meanwhile, Chris Ofili chose to rely on various artificial methods to make the picture have the visual characteristics of "precision and detail", in order to express the world view. In the creation of *The Holy Virgin Mary*, he used the techniques of painting and collage to create the patterned pattern form with distinctive background plane characteristics. He created the Virgin's hair and clothing by means of dots and lines, inlaid the elephant dung on the Virgin's chest, and inlaid the elephant dung with a map pin to inlay the circular lines and "Virgin" and "Mary" characters. Ofili uses a large number of flash powder materials to create a magnificent visual effect of the picture, draws patterns by splashing, and paints parts with polyester resin. In order to break through the expression style of painting, he adopts the handmade characteristics of making the picture mixed and technological, emphasizing the sense of formal order, and the visual characteristics of continuity, repeatability and stylization. The comprehensive application of these techniques makes the picture have a visual form of continuous expansion from plane to semi-solid and three-dimensional. Thus, the visual contradiction and conflict are constructed, so that the picture contains abundant mutation and breaking performance power. In the work *The Holy Virgin Mary*, the characteristics of mixed visual style are very distinct. In addition to material media, this feature is mainly reflected in the images in the picture mixed with abstract, image, concrete and other forms. In this painting, the background is a highly abstract pattern, which reflects the image of the main character. [4] The shape of the Virgin Mary is simple and exaggerated, with strong characteristics of image form. Around the character, there are all kinds of private images of black women of different sizes and shapes cut from pornographic magazines. He gathers three different image forms in one picture, deliberately maintains and strengthens their own formal

characteristics of visual symbols, and constructs an aggregate composed of images of different styles in the picture, which forms a conflict in visual expression. The three image forms are presented with the help of precise, complex and meticulous handicrafts, which makes the works show a unique and distinctive technological visual characteristics. This conflict between craftsmanship and painting in the picture constructs the conflict between freedom and rationality, and primitive and contemporary, forming an alternative style different from western traditional and modern painting styles.

4. MULTIDIMENSIONAL EXPANSION OF STRATIFIED SPACE

Chris Ofili inclines to creating rich and strong conflict expression characteristics at the picture level and space. He treats the image of the picture as flat and abstract. The outline form of object image modeling is simple, but the details are rich and changeable, so that the overall modeling has a concise, flat and patterned visual effect. In the meanwhile, Ofili layered different materials, so as to expand the picture level to semi-solid and three-dimensional directions. In the painting of *The Holy Virgin Mary*, he uses geometric and stylized raised dots absorbed from the original cave murals in Zimbabwe to intensively combine the hair and clothing forms of the character. The three-dimensional elephant dung is directly embedded in the picture, so that the level of the whole picture is transformed from a simple plane to a semi-three-dimensional and three-dimensional, so that the three images exist in the picture at the same time. It creates a rich sense of visual hierarchy. The changeable levels in the picture bring strong acceptance conflict to the audience. The levels make the picture obtain full and fresh expressiveness. [5]

In the work, collage magazine pictures and depicted images constitute a plane spatial level. He uses various simplified shapes to create a complex and rich overall visual effect. The dots like protrusions and the sprayed colloidal polyester resin layer construct a semi-three-dimensional picture level. At the same time, the inlaid map pins and the lumpy dung further construct a three-dimensional level. Various semi-three-dimensional and three-dimensional morphological combinations highlight the vivid expressiveness and free temperament of the picture, and the contrast of levels creates a more dramatic expressive vitality and visual conflict effect. The whole picture is endowed with vague, mysterious and obscure forms and connotations to express the illusion, with the help of the construction of various hierarchical relationships. Ofili creates a dual relationship of spatial expression in his works. One is the composition space of the picture of the work itself; The other is the space for the works to show themselves. The work itself undertakes two responsibilities, which are presenting a simple artistic picture and displaying itself. With various forms and materials, the picture occupies a certain limit of two-dimensional and three-dimensional space. He doesn't hang or fix the works in accordance with the traditional way. Unexpectedly, two lumps of elephant dung are used as the base to support and display the works, so as to

extend the audience's attention space to the exhibits and display methods. This treatment makes the works have a more active "presence" effect, and constructs a "theatrical" display space. The works get rid of the possibility of passive display at the mercy of others, so as to obtain more initiative and voice, which changes the interactive relationship between work display and audience acceptance, and adds a new topic to audience cognition and interpretation.

This unconventional display way makes the display itself an important part, expands the space, and transforms the work from a simple plane painting to a three-dimensional painting work. While appreciating the works, the audience should also appreciate the way of display. This seemingly joking change will bring the conflict between the audience's appreciation habit and their own cognition and acceptance. The significance of the conflict is to break the conventional display mode and give the works more spiritual expression possibilities.

5. CONCLUSION

To sum up, Chris Ofili strategically constructs the conflict around the material media, stratified space and technique style in his painting creation. This construction consciousness is not simply for the purpose of seeking the comparative effect. The reason lies in the exploration and excavation of the expression potential of painting and the need to reflect the current reality. He shows the audience his breakthroughs in the mixing of materials and media,

the expansion of stratified space and the synthesis of techniques and styles. It provides the audience with the possibility of different meaning and multi-directional interpretation of the works in the field of cognition and endows painting with new vitality. It can drive audience explore the new expression potential of painting in the real environment, expand people's habitual cognitive concept of the works, and extend people's understanding of contemporary art of painting.

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Investigation And Research on Youth Language Use and Emergency Language Service Education in Hainan Province

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Abstract: Hainan province is an island in the south China sea. Most of the residents are ethnic minorities, the basic mandarin is poor, and there are many dialects. In addition, Hainan is a disaster due to its geographical location. In areas with frequent occurrences, it is also urgent to carry out emergency language service education for young people in Hainan province. The purpose of this article is to explore the situation of youth language use and emergency language services in Hainan province. This article mainly uses literature, questionnaire surveys, field visits and other methods to study the subject of this article, and conducts research on the types, distribution and proportion of language used by youth in Hainan province. Statistics and data analysis on the development of emergency language service education for youth in Hainan province. The results of the study showed that 63.2% of Hainan's youths speak mandarin, 8.2% of youths only speak mandarin, 85.4% of youths speak two languages, 3.6% speak three languages, and 2.8% of Hainan provinces Young people only speak the local dialect. Therefore, it can be seen that the language use of young people in Hainan province is more complicated, and the use rate of mandarin needs to be improved. At the same time, the development of emergency language service education for young people in Hainan province should be strengthened.

Keywords: Youth In Hainan Province; Language Usage; Emergency Language Service; Education Development

1.INTRODUCTION

Emergency language service is a service that provides rapid rescue language products for major emergencies [1]. This type of service is designed to respond to language needs during emergencies and solve corresponding language problems. Language is the core of such services, such as emergency language translation services, emergency communication services, emergency language consulting services, such as emergency response [2]. Due to its geographical location, Hainan province is a region prone to natural disasters, and Hainan province is also facing the risk of pirate intrusion. Therefore, it is very important to carry out emergency language service education for young people in Hainan province [3].

In order to explore the use of language by young people in Hainan province and the development of emergency language services, this article has consulted a lot of related materials. Among them, Grogan introduced the distribution and population of ethnic minorities in

Hainan province. He pointed out that Hainan province is an island with a population of nearly 10 million. Most of the islands are ethnic minority residents, including Li, Miao, Hui, Zhuang, etc. Therefore, Hainan province it is a province with complicated language [4]. Huang pointed out in his article that because there are many ethnic minority residents living in Hainan province, there is no unified standard for the languages spoken by the residents. The most commonly used languages include Hainanese, Li nationality, Hakka, Jinhua and Lingaa [5]. Loughland introduced the status quo of mandarin promotion in my country, pointed out that the promotion of mandarin is very important to the country's economic development and political management, analyzed the challenges and problems my country faces in the promotion of mandarin, and explored several solutions [6]. Pesen found through investigation and research that the use rate of mandarin among young people in Hainan province is not high and does not reach the national average level. He emphasized that the use of language among young people in Hainan province determines the future development of Hainan province to a certain extent [7]. Sorrel pointed out in the article that it is very necessary to carry out emergency language service education for young people in Hainan province, which can improve the ability of young people in Hainan province to respond to emergencies and reduce the losses caused by emergencies. Emergency language services should be increased for young people in Hainan province [8].

In the investigation and research on the language use of youth in Hainan province and the development of emergency language services, this article summarizes and analyzes the research experience and results of a large number of predecessors. In addition, this article makes innovations in research content and investigation methods. This article is the first to investigate the language use and education of Hainan youths with the theme of emergency language services. The methods are questionnaire surveys and in-depth interviews. The content of the questionnaire mainly includes the language acquisition methods of the youth in Hainan province, the first language mastery in Hainan province, and the native language of Hainan province. As well as the assessment of the level of emergency language services for young people, to digitize the relevant survey results to make the survey results more objective and truer.

2.VOICE DATABASE OF LANGUAGE RESOURCES

AND EMERGENCY LANGUAGE ABILITY

2.1 Problems and Thoughts on the Research Status of Minority Languages

From foreign research results and current research status, we can clearly compare the shortcomings of domestic minority language research, compared with the mature research results, stable research channels, and diversification and enrichment of research projects abroad. The study of ethnic minority languages in China is in its infancy [9-10]. The scope of research is relatively limited, and the depth of research is also insufficient. However, while drawing on the results of foreign research, it has a solid research foundation. There is no fixed logic. Instead, it is a brainstorming and a full integration of things [11-12]. Fang culture already has the prerequisites for research. Minority language research is classified into major categories including ontology research of minority languages; research on the relationship between minority languages and media; research on minority languages and language regulation and law enforcement; and research on minority languages and subject theory construction. At the same time, it involves the study of the media responsibility of the media in the process of information dissemination. The study of minority language norms includes the research content of the minority language ontology, and studies the minority language from the perspective of style based on Chinese [13-14].

2.2 Methods and Functions of Improving Emergency Language Ability

Generally speaking, emergency language ability can be divided into emergency foreign language ability, dialect ability, minority language ability, sign language ability, etc. According to different language types. In addition, according to different fields and industries, it can be divided into emergency medical language, aviation language, maritime language, network language [15]. Chinese dialects are very complicated. In this epidemic, the ability to communicate in emergency dialects is particularly important. The language correspondence mechanism, the speed and effect of language support in response to emergencies reflect the level of social crisis management.

3. INVESTIGATION AND RESEARCH ON LANGUAGE USE AND EMERGENCY LANGUAGE SERVICE EDUCATION OF YOUTH IN HAINAN PROVINCE

3.1 Questionnaire Design

The purpose of this article is to explore the use of language by young people in Hainan province and the development of emergency language services. In accordance with the requirements of this research, and on the basis of referring to a large amount of relevant information in this article, two types of questionnaires were designed for the subject of this article. The first one is about the use of mandarin among teenagers in Hainan province, and the second is about Hainan province. The education situation of youth emergency language service, each type of questionnaire is designed with three points. The question of the first questionnaire designed for the

use of mandarin among young people in Hainan province is "do you mainly speak mandarin or dialect in daily life", the second questionnaire is "Do you mainly speak Putonghua or dialect in school teachers", and the third question is "What is the percentage of people of the same age who speak mandarin and dialects". The topic of the first questionnaire designed for the education of youth emergency language services in Hainan province is "Does the school carry out emergency language service education courses", and the second question of the paper survey is "Is there any response to emergency language service education before?". Understand the third questionnaire is "Do you support and agree to carry out emergency language service education".

3.2 Selection of Survey Objects on the Use of Language by Teenagers in Hainan Province

In order to explore the language use of young people in Hainan province, this study distributed questionnaires to different groups of primary, middle and high schools in Hainan province. A city in the east and west of Hainan was selected as a primary school, and five cities and counties in the east, west, north, south, and central parts of Hainan were selected as junior high schools, and three cities and counties in Hainan were randomly selected. This questionnaire survey involves multiple levels and covers a wide range of areas, in order to more truly and comprehensively reflect the current situation of popularizing science among young people in Hainan. Due to the numerous cities and counties involved, paper questionnaires and electronic questionnaires were distributed. The paper questionnaire is mainly focused on students in the youth activity center, and random respondents are selected. The electronic questionnaire is collected by teachers in different places.

3.3 The Selection of the Survey Object of Emergency Language Service Education

The research on the development of emergency language service education for teenagers in Hainan province also uses questionnaire surveys, supplemented by interviews. The survey was conducted from September 2019 to November 2019. In the process of investigating the emergency language service education for young people in Hainan province, a total of 784 questionnaires were released, and 725 were finally included in statistical analysis. For the collected questionnaires, we adopted a non-random sampling method of judgmental sampling, and selected questionnaires for adolescents whose grandparents and parents lived in Hainan province for a long time. There are 357 respondents between the ages of 8 and 20, 168 boys and 189 girls, which constitute a more balanced gender sample background, which can well reflect the actual situation of the survey content. The respondents are located in Hainan. The central part of the province, the majority (41%), followed by the western part of Hainan province, accounting for 22%, 11%, and the southern part of Hainan province accounting for 13% of the other regions. The level of education is mainly concentrated at the two levels of junior high school and high school, with primary schools accounting for 91% and 9% respectively.

4.A SURVEY OF YOUTH LANGUAGE USE AND EMERGENCY LANGUAGE SERVICE EDUCATION IN HAINAN PROVINCE

4.1 Analysis of the Survey Results of the Language Usage of Youth in Hainan Province

The survey found that in Hainan, ethnic minority youths live in relatively concentrated areas. The Li and Miao nationalities are also mainly distributed in the province's counties such as Boxiong, Legong, Lingchi, Basha, Baisha and Yangtze River. The languages of ethnic minorities living in compact communities are relatively single, and the language environment is dominated by ethnic minorities.

According to the Mandarin test conducted by young people in Hainan Province, Hainan Han students are basically bilingual in minority languages and Chinese dialects and Mandarin, while minority students are mostly bilingual in minority languages and Mandarin. As shown in Minority students rarely use minority languages, minority languages and Chinese dialects, Mandarin and Mandarin.

Table 1. Minority language and Mandarin learning level

Mandarin Group	Hainan	Ethnic family	Mother tongue	family environment
1	0.1	1	1.38	0.09
2	3.5	3.09	3.66	2.21
3	4.13	2.36	3.01	2.52
4	1.94	1.57	3.22	4.6

As shown in Table 1 and Table 2, among the 488 students, 402 of the Han nationality, 104 of the Miao nationality and 326 of the Han nationality have higher Chinese proficiency than Gib, accounting for 68.43 of the total number of Han students. Among them, two of the Yi, Yi, and Miao students have Chinese proficiency or above.

Table 2. Chinese proficiency level

Questionnaire type	Issue questionnaire	Effective response to questionnaires	Effective recovery rate
Language use topics	1.41	1.76	3.35
Emergency language service topics	3.63	4.37	4.25
Teacher-led topics	2.07	1.27	3.64

Among the 97 students whose Chinese level is higher than Mandarin, accounting for 53% of the total number of Li and Miao students, it can be seen that Hainan Han students have a higher Chinese level than minority students. See Table 3 for the national language proficiency of young people of various nationalities in Hainan Province.

Table 3. Mandarin proficiency of young people of various nationalities in Hainan

Group	A level	Level one	Level 2	Level b
Han nationality	72	204	67	15
Zhuang ethnic group	65	185	86	71
Yi nationality	26	123	128	145
Li nationality	38	99	131	206

The results of the survey show that in terms of the first language of the young people in Hainan province, mandarin is ranked first, with a proportion of 63.2%, and

Li is the second language, with a proportion of 21.3%, and 12.9% of the students who learn mandarin and Hainanese at the same time. Li people speak 3.7% and don't remember which language is 3.3%.

These data show that mandarin has become the main language acquired by the new generation of ethnic minority families in Hainan province, and the opportunity to acquire the mother tongue has also begun to be lost. Nowadays, most young people in Hainan province choose mandarin as their mother tongue rather than their mother tongue, mainly because of their family environment.

From the data, it can be seen that the number of young people in Hainan province who can speak mandarin exceeds more than half of the entire population. The proportion of young people who can only speak mandarin is very low. 63.2% of the young people in Hainan province speak mandarin, with 8.2 % of teenagers only speak mandarin, indicating that the popularity of mandarin in Hainan province is not widespread enough. The survey found that today's young people in Hainan can speak two languages at most. Few people even speak three or four languages.

Table 4. Popularity of mandarin in Hainan province

Mandarin	Hainan	Ethnic family	Mother tongue	Family Environment
3.67	3.04	4.16	1.67	1.03
4.5	4.43	4.82	4.25	2.43
6.95	6.32	1.32	3.4	2.33
2.17	1.95	3.75	3.4	2.84

As shown in Table 4, few people can understand the language. About 8.2% of people who only speak mandarin can speak. The proportion of people who speak mandarin is about 85.4% that of Hainan and Li-speaking people is about 40%, of which about 13.8% are those who can speak mandarin. 11.6% are those who can speak mandarin and Hainan, and those who can speak mandarin and Zhou it accounts for 12.3% and 3.6% of mandarin. People can speak three languages, and even 1.4% can speak 4 or 5 languages.

As shown in Table 5, these statistics show that the language skills of young people in Hainan province are very strong, and nearly 90% of them are bilingual or multilingual. The reason why Hainan teenagers have multilingual ability is mainly related to the local multilingual environment.

Table 5. The learning effect of Hainan teenagers

Group	Hainan	Ethnic family	Mother tongue	Family environment
Han nationality	2.7	2.3	1.86	3.16
Zhuang ethnic group	2.3	5.69	2.61	4.37
Yi nationality	2.36	2.4	2.94	5.82
Li nationality	1.03	2.2	2.02	1.31

5.CONCLUSIONS

5.1 The results of the survey showed that more than half of the total population in Hainan's youth group can speak mandarin, and the proportion of youths who only speak mandarin is very low.

5.2 The survey found that only a small part of the youth population in Hainan province has received emergency

language service education, which is far below the national average. Therefore, it can be seen that the use of mandarin among young people in Hainan province needs to be improved, and at the same time, the development of emergency language service education for young people in Hainan province should be strengthened.

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Study On Input and Absorption in Second Language Acquisition

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Abstract: Language is an important tool for individuals to communicate with the outside world and better realize the process of socialization. Under the background that China gradually pays attention to language education and learning, Chinese students can learn a second language on the basis of mastering their mother tongue, so as to better adapt to the competitive trend and trend in the society. This paper mainly interprets the core points and ideas of second language acquisition theory, and explores the links and ways of students' second language acquisition from the perspectives of input and absorption, in order to better help individuals improve the effect of second language acquisition.

Keywords: Second Language Acquisition; Input Theory; Absorption Theory

1. INTRODUCTION

Language is an important tool for individuals to engage in communication activities. For the growth and development of individuals, the learning of mother tongue can make them adapt to the original living environment, while the acquisition of second language can expand the scope of communication between themselves and the outside world, so as to better improve their language application ability. From the perspective of second language acquisition theory, language input, absorption and output are the key links of language mastery, which can promote individuals to form a certain language knowledge framework in their own brain after receiving external language information, so as to complete the goal of second language acquisition in this process and better promote the improvement of individual language application skills and expression ability.

2. THEORETICAL BASIS OF INPUT AND ABSORPTION IN SECOND LANGUAGE ACQUISITION

2.1 Interpretation Of Input Theory In Second Language Acquisition

The input link in second language acquisition is the initial link of language learning. It mainly carries out the individualized communication of language knowledge and content in the outside world through various forms, so as to help individuals understand and master the second language in the process of quantitative accumulation, and enable individuals to realize the in-depth mastery of language content in the process of selective understanding and memory of language. [1] In second language acquisition theory, language input needs to follow the following four principles: first, the principle of natural order. As language is a subject with strong application, it

requires individuals to follow the natural order of understanding on the basis of mastering the law of language expression, such as mastering the progressive tense before the past tense, mastering the plural of nouns before the possessive of nouns, etc. The second is the principle of self acquisition. In the process of second language input, individuals do not accumulate passive knowledge. Individuals need to selectively understand and remember the corresponding knowledge and theories through autonomous learning, so as to better realize the comprehensive learning of the corresponding language structure and content. The third is the principle of emotional penetration. Language not only contains certain language expression and application skills, but also needs certain emotional penetration through certain nonverbal symbols such as actions, emotions and expressions, so as to better reflect individual characteristics. [2] In short, there is a great correlation between second language acquisition and mother tongue acquisition. Individuals can achieve second language acquisition on the basis of sufficient input, so as to promote the qualitative transformation of individual language ability.

2.2 Interpretation Of Absorption Theory In Second Language Acquisition

Absorption theory refers to the formation of self language cognitive framework on the basis of accepting external language elements. After accepting the language elements in the external environment, individuals can basically judge and deal with the external language expression, language style and language characteristics, so as to grasp the key elements for brain transformation, and re form the cognitive and understanding mode of the language in their own brain understanding process. [3] In this process, individual language absorption needs to be based on four links and processes: the first is to simplify the links, that is, to capture the important elements of the received language information content, which can be deeply understood on the basis of grasping the core language ideas. The second is the inference link. After receiving language information, individuals infer the positive and negative emotional orientation of language, and interpret the surface meaning and deep meaning of language structure, so as to form a general understanding of language structure. The third is the construction link. After recognizing and understanding the corresponding language information, individuals can form a corresponding language framework based on their previous mother tongue cognition, so as to master the general second language application structure. [4] The fourth is reconstruction. After receiving certain language

information, the individual will apply the corresponding language in the communication of social life. If the individual is relatively smooth in the communication activities, the individual will strengthen the cognition of the language structure. If the individual has mistakes in the communication process, the individual will reconstruct the language framework in the later reflection process.

3. ANALYSIS OF THE SPECIFIC REQUIREMENTS OF LANGUAGE INPUT AND ABSORPTION IN THE PROCESS OF SECOND LANGUAGE ACQUISITION

3.1 Language Input Requirements

3.1.1 To Integrate Multiple Input Resources And Improve The Input Content Structure

In order to achieve the expansion of individual second language knowledge and the development of comprehensive language application ability, it is necessary to enrich second language resources in the process of second language teaching and communication for individual students, and promote individuals to master diversified language skills and contents through various forms and channels. On the one hand, in the process of language input, relevant language teachers need to integrate language teaching resources through various channels. For example, in the process of routine English teaching, teachers need to collect foreign excellent foreign literature, foreign stories and online English news, and integrate these resources, so as to realize the hierarchy and diversity of L2 input content through diversified content communication. On the other hand, language input needs the help of various forms of channels to infiltrate language and cultural ideas. At present, the second language input in schools in China is mainly through the form of speaking and reading. Under the background of the application of second language acquisition theory, teachers need to carry out language input based on listening, reading and writing, so as to improve the efficiency of language input in the process of interaction between teachers and students.

3.1.2 To Adjust The Difficulty Of Language Input To Ensure The Efficiency Of Understanding Input

Because there are some differences in individual language understanding ability and cognitive ability, second language educators need to adjust the difficulty of language input in the process of language education, so as to carry out language input training according to students' personality characteristics. Firstly, in the process of second language education, teachers first need to ensure the routine operation of mother tongue teaching, which can promote individuals to master the second language on the basis of mother tongue learning, that is, to adopt a form of language learning transfer to realize second language acquisition. Secondly, in the process of language input for students whose language sense and language application ability need to be improved, the corresponding language teachers need to input basic vocabulary and phrases, so as to gradually improve the effect of students' second language acquisition through quantity accumulation. For the group whose second language ability is higher than that of ordinary students, language educators can educate more about language expression skills, language

emotional expression and so on. It can be said that adjusting the difficulty of language input can realize hierarchical input teaching in the process of language input.

3.2 Language Absorption Requirements

3.2.1 To Construct The Basic Membrane Of Language Cognition Based On Their Own Understanding

In the process of students' language absorption, individuals can master and understand the corresponding language content based on a link of language simplification, semantic inference, semantic construction and train of thought reconstruction, which requires individuals to master a certain cognitive basement in the learning process, so as to form a self second language learning framework in this process. On the one hand, in the process of second language acquisition, students need to pay attention to the accumulation of language vocabulary, phrases and other content at the quantitative level, selectively absorb and understand diversified language information and content in the external environment, and adopt a form of selective memory to cultivate and lay their own language foundation. On the other hand, individuals need to constantly reflect on learning in the process of language perception and learning, and realize language semantic association in the process of learning, which can deepen the understanding of the second language in the process of semantic association and comparison, better construct a perfect self cognitive basement, and lay a foundation for the formation of later second language acquisition effects.

3.2.2 Individuals Actively Participate In Language Acquisition And Improve The Effect Of Language Absorption

For individual students, the most important thing in second language acquisition is to acquire the corresponding language knowledge and content through conscious and active acquisition. Therefore, in the process of second language acquisition, we need to build a positive second language learning atmosphere, promote individuals to improve their learning initiative through diversified second language communication activities and speech activities, so as to ensure the effect of second language acquisition through a form of psychological internalization. At the same time, students should pay attention to the absorption of language in second language acquisition. For second language teachers, teachers need to pay attention to the cultivation of students' language thinking ability and language understanding ability, such as realizing comprehensive foreign language communication between teachers and students in foreign language education activities in colleges and universities, so as to enable teachers to correct students' problems in the process of second language acquisition in the process of this two-way interaction. It can help to better improve the absorption effect in the process of individual second language acquisition.

4. CONCLUSION

To sum up, second language, as an expanding content of students' language learning, can promote students to improve their second language learning ability and

learning effect on the basis of mastering their mother tongue, so as to master the grammatical expressions and emotional views of other languages through second language learning. Therefore, in the process of second language acquisition, we need to optimize the input content, input source and input difficulty, so as to promote individual students to better realize the deepening and understanding of language in the process of language absorption, so as to construct a new self cognitive base membrane and comprehensively improve the adaptability of individual language learning.

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Influencing Factors of Network Attention of the Canton Fair: An Empirical Analysis Based on Provincial Panel Data

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Abstract. The Baidu Index is an important tool for data acquisition, which plays a crucial role in the analysis and research of data-related issues. Based on the Baidu Index System, network attention data for the Canton Fair in different regions in China are collected and influencing factors are studied. This study selected the daily network attention generated by the Canton Fair from 2011 to 2016 as the research data and used Stata 14.0 to perform unit root, F, and Hausman tests and thereby, gradually propose a panel data model. Based on this model, the study conducted a panel regression analysis of the influencing factors of the Canton Fair network attention. The study found that the network attention for the Canton Fair is affected by the developed network, regional economic development, exhibition industry development, and population scale.

Keywords: Baidu Index; Network Attention; China Import And Export Fair (Canton Fair); Determinants; Influence Factor

1. INTRODUCTION

With the development of the social economy and progress of science and technology, the penetration rate of the Internet has continually increased. In other words, the Internet is becoming an indispensable tool in production and for individuals. According to the 44th Statistical Report on China's Internet Development, released in August 2019, the number of Internet users in China had reached 854 million and the Internet penetration rate was 61.2%. Consequently, user profiling has become one of the most popular research topics in social media analysis. More and more scholars realize that the Internet is not only convenient for our lives, but also generates a huge amount of network flow data that can be used as an important source for research on economic and industrial analysis (Askatas & Zimmermann, 2009; Choi & Varian, 2012; Gu, et al., 2015; Fang, Wu & Lu, 2019). In fact, user profiling is not only a topic for social media, it has been applied to various domains, such as precision marketing, precision medical care, and financial risk forecasting (Schmidt & Vosen, 2009; Da, et al., 2011; He, et al., 2018).

Search engines are important network information platforms for the public. According to their interests and needs, individuals use the retrieval service function of search engines to query and obtain information. Large amounts of network search data are recorded by network search tools, which provides resources for big data computing as well as new research ideas and network

survey tools for scientific research (Vaughan & Chen, 2015). Baidu is the largest Chinese search engine and its main customers are Chinese language users, and the Baidu Index is a data sharing platform based on Baidu's behavioral data on Internet users. This database provides a strong foundation for research on network attention. As an important tool for data acquisition on network attention, scholars have used the Baidu Index to research topics such as geographical network (Davidson & Yu, 2005; Wang & Zhao, 2018), public opinion reviews (Andrlic & Budic, 2010), real estate bubbles (Lexhagen, 2005), stock market trading (Skadberg et al., 2005; Dong, Dai & Liu, 2019; Liu, Peng & Hu, 2020), and journal research (Vila & Vila, 2018). By contrast, the literature has not closely studied network attention for fairs and exhibitions.

The Canton Fair was founded in the spring of 1957. It is held in Guangzhou every year in spring and autumn, being jointly sponsored by the Ministry of Commerce, the People's Government of Guangdong Province, and the China Foreign Trade Center. It is a comprehensive international trade event with the longest history, highest quality, largest scale, largest variety of commodities, largest number of buyers, widest distribution of countries and regions, and best trading effect. As a result, it is also known as "China's First Exhibition."

In this study, we input the keyword "Canton Fair" into the Baidu Index and use Python crawler technology to crawl the values displayed on the Baidu Index page to obtain daily data on user attention to the "Canton Fair" from January 2011 to December 2016. We then use Stata 14.0 to identify the determinants of network attention for the Canton Fair to promote the continuity of the fair and its transformation, upgrading, and sustainable development.

2. INDEX SELECTION AND MODEL CONSTRUCTION

2.1 Index Selection

This study considers the network attention for the Canton Fair via Baidu Index in 31 areas (provinces, autonomous regions, and municipalities directly subordinated to the central government) as the research object and selects panel data on these 31 areas from 2011 to 2016 as the research sample (see in Table 1).

It then establishes a suitable panel data model and uses Stata 14.0 to empirically analyze the impact of the various explanatory variables on the network attention for the Canton Fair. By reviewing the relevant literature (Li, Pan & Law, 2017), the determinants of network attention for the Canton Fair were found to involve several indicators. The indicators selected based on an in-depth exploration

and comprehensive consideration of the accessibility and integrity of the index data are listed in Table 2.

Table 1 Network attention Index of Canton Fair in All Regions of China from 2011 to 2016

region	network attention index					
	2011	2012	2013	2014	2015	2016
Beijing	56579(4)①	54241(4)	60299(5)	74349(7)	72214(6)	72093(6)
Fujian	50460(7)	48015(7)	58737(6)	75751(5)	70747(7)	71279(7)
Guangdong	208242(1)	196970(1)	229148(1)	300822(1)	304393(1)	299452(1)
Heibei	37057(8)	37240(8)	44711(8)	59813(8)	58148(8)	57413(9)
Hainan	15262(26)	14653(27)	20563(27)	26855(27)	24970(26)	25133(26)
Jiangsu	58188(3)	58781(3)	67674(3)	89484(3)	84904(3)	82832(3)
Liaoning	29844(12)	27766(13)	36390(13)	47322(14)	46125(16)	44232(16)
Shanghai	54318(6)	52687(6)	59046(6)	74718(6)	75270(5)	73571(4)
Shandong	56513(5)	54523(4)	62004(4)	78856(4)	78253(4)	73397(5)
Tianjin	27423(14)	27169(14)	36754(14)	45823(17)	43222(17)	42655(18)
Zhejiang	114599(2)	110704(2)	115535(2)	139855(2)	131538(2)	128132(2)
Anhui	30119(11)	29352(11)	38780(12)	53143(11)	49384(12)	47610(13)
Heilongjiang	21412(21)	20532(21)	28479(21)	38164(21)	32029(21)	34334(21)
Henan	35171(9)	33144(9)	43459(9)	57850(9)	57762(9)	57988(8)
Hunan	29382(13)	28219(12)	38872(11)	56585(10)	51732(11)	49667(12)
Hubei	32063(10)	30703(10)	41390(10)	52666(12)	53462(10)	52408(11)
Jilin	20852(22)	20388(22)	28948(20)	35363(22)	31779(22)	31519(23)
Jiangxi	25830(15)	25287(16)	33931(17)	46266(16)	46647(15)	43509(17)
Shanxi	23004(19)	23020(19)	32056(19)	41523(19)	39190(19)	36493(20)
Chongqing	21845(20)	21721(20)	28463(21)	38842(20)	37309(20)	38481(19)
Gansu	12594(28)	11977(28)	16151(28)	22431(28)	20954(28)	20777(28)
Guangxi	25891(15)	25442(16)	35978(14)	46880(14)	49015(13)	44692(15)
Guizhou	16532(25)	16095(24)	19974(24)	29878(24)	28698(24)	29167(24)
Inner Mongolia	15097(26)	15427(26)	20905(26)	29518(25)	25822(25)	27021(25)
Ningxia	8105(29)	6910(29)	10391(29)	12772(29)	8960(29)	9746(29)
Qinghai	3981(30)	2991(30)	4434(30)	5938(30)	5137(30)	5981(30)
Sichuan	25083(17)	25825(15)	35611(14)	48530(13)	48497(13)	55970(10)
Shannxi	23649(18)	23972(18)	33186(18)	44693(18)	42103(18)	44801(14)
Tibet	1739(31)	1317(31)	1831(31)	3215(31)	3372(31)	1769(31)
Xinjiang	17094(24)	13416(24)	23748(25)	28985(26)	23987(27)	21505(27)
Yunan	17120(23)	17465(23)	24595(23)	33826(23)	30660(23)	32548(22)

Note: The values in brackets represent the order of scale of the network attention of the Canton Fair in this region. This statistical data does not include Hong Kong, Macao and Taiwan.

Table 2. Influencing Factors and Indicators of Network Attention of Canton Fair

Variables	Category	Determinant	Notation
Explanatory variables	Statistical characteristics of social demography	Gender ratio (female = 100)	X1
	Regional economic basis	GDP (CNY 100 million)	X2
		Per capita GDP (CNY)	X3
	Internet development	Internet pervasion rate (%)	X4
	Exhibition industry development level	Exhibition area	X5
	Regional population scale	Regional population	X6
Interpreted variables	Network attention for Canton Fair	Baidu Index of Canton Fair	Y

The data sources are as follows. Gender ratio, GDP, and GDP per capita are derived from the China Statistical Yearbook, 2012–2017; Internet penetration data are from the 29th, 31st, 33rd, 35th, 37th, and 39th China Internet Development Statistics Report; and exhibition area data are from the China Exhibition Data Statistics Report (2011–2016).

The following considerations were made regarding the explanatory variables.

2.1.1 Socio-demographic characteristics: The index of the gender ratio of residents in different regions was used as a socio-demographic characteristic. According to the

unified division of the China Statistical Yearbook, the gender ratio refers to the ratio of male to female population, that is, the number of males per 100 females. Jiang (2013) identified a difference in the orientation and degree of attention between men and women toward Internet information.

2.1.2 Regional economic base: The level of economic development is an important factor affecting the spatial distribution of tourists' network attention (Choi, 1994). This study chose GDP and GDP per capita to measure the level of regional economic development and it is expected that these variables have a significant positive impact on regional Canton Fair network attention.

2.1.3 Internet development: The development of the Internet is mainly reflected by the number of Internet users and the penetration rate. Based on the literature (Ma, et al, 2011) and conceptual connotations, this study chose the Internet penetration rate to measure the level of Internet development in various regions of China, considering that the number of Internet users will affect the network attention for Canton Fair.

2.1.4 Exhibition industry development level: Because of data availability, this study chose the exhibition area as an index to measure the development level of the exhibition industry in different regions in China. It is expected that the development level of the exhibition industry in different regions will have a significant positive impact on the network attention for the Canton Fair.

2.1.5 Regional population scale: The regional network

attention index for the Canton Fair reflects the users' attention to the fair based on their IP address. Considering the calculation logic of the Baidu Index, this study considers that regional population size is an important determinant of the regional differences in network attention for the Canton Fair. By contrast, the Canton Fair network for regions with a large population base will have a higher impact.

2.2 MODEL CONSTRUCTION

The basic model is:

$$Y_{it} = \alpha_i + \beta_1 X_{it} + \beta_2 X_{it} + \beta_3 X_{it} + \beta_4 X_{it} + \beta_5 X_{it} + \beta_6 X_{it} + \mu_{it},$$

where Y_{it} is the dependent variable, X_{it} is the independent variable, i is the first province, t is the year, parameter α_i is the intercept term of the panel data model, β_i is the coefficient of the explanatory variable, and μ is the error term.

3. EMPIRICAL ANALYSIS

3.1 Unit Root Test

To prevent the "pseudo-regression" of time series, first, a stationarity test of variables is performed. LLC, IPS, ADF-Fisher, PP-Fisher tests are used to test the unit root of all series in the panel dataset. All variables that pass two or

Table 4. Pearson correlation coefficient results

	Y	X1	X2	X3	X4	X5	X6
Y	1.0000						
X1	0.2750*	1.0000					
X2	0.7777*	0.0260	1.0000				
X3	0.4053*	0.0649	0.4398*	1.0000			
X4	0.5441*	0.1894*	0.3768*	0.8346*	1.0000		
X5	0.7747*	0.1126	0.7623*	0.5996*	0.6161*	1.0000	
X6	0.5938*	-0.0149	0.8307*	-0.0190	-0.0588	0.4861*	1.0000

3.4 f And Hausman Tests

As shown in Table 5, the results of the F and Hausman tests show a fixed effect model is more suitable for analysis.

Table 5. F and Hausman test results

Test Type	Statistic	P Value	Model selection results
F Test	40.65	0.0000	Individual fixed effect model
Hausman Test	112.21	0.0000	Individual fixed effect model

3.5 HYPOTHESIS TESTING

Because panel data have characteristics of both time-series and cross-sectional data, it is necessary to test for the correlation of the time series data and for the heteroscedasticity of cross-sectional data.

3.5.1 Sequence uncorrelation test: It is assumed that there is no first-order autocorrelation in the sequence. Based on the Wooldridge autocorrelation test, $F(1, 30) = 100.860$, $P(X > F) = 0.0000 < 0.01$ are obtained. Therefore, the null hypothesis that there is no first-order autocorrelation of sequences is rejected at the 1% significance level, that is,

Table 6. Results for regression analysis parameters

Y	Coef.	Std. Err.	z	P > z	[95% Conf. Interval]
X1	66.56098	126.64	0.53	0.599	-181.6489 314.7708
X2	.9661363	3645389	2.65	0.008	0.2516532 1.680619
X3	.0580632	.1322663	0.44	0.661	-0.201174 0.3173004
X4	422.9189	158.3507	2.67	0.008	112.5572 733.2806
X5	12.44159	5.734381	2.17	0.030	1.202413 23.68077
X6	1.697022	1.499041	1.13	0.258	-1.241043 4.635088
cons	-19787.72	14649.47	-1.35	0.177	-48500.17 8924.721

Because some variables are not statistically significant,

more unit root tests and are stationary series can be used directly in the regression analysis.

3.2 Descriptive Statistical Analysis.

The descriptive statistics are shown in Table 3. The number of observations is $31 * 6 = 186$, and there are no missing values.

Table 3. Descriptive statistical analysis results

Variable	Observations	Mean	Std. Dev.	Min	Max
Y	186	46216.22	46477.95	1317	304393
X1	186	105.4182	5.101898	95.77	150.71
X2	186	21072.72	16604.79	605.83	80854.91
X3	186	48469.53	22369.98	16413	118198
X4	186	46.87796	12.46196	24.2	77.8
X5	186	327.9224	372.8131	0	1773.78
X6	186	4385.296	2761.061	303	10999

3.3 Correlation Analysis

Thomas & Williams (1991) show that when the correlation coefficient of independent variables is not above 0.65, there is no collinearity between variables. Here, the Pearson correlation coefficient test of variables is carried out before regression analysis is conducted. The test results show that the correlation coefficient is above 0.65, indicating that there is no serious multi-collinearity between variables and hence, regression analysis can be carried out. The results are shown in Table 4.

there is autocorrelation between sequences.

3.5.2 Intergroup heteroscedasticity test: It is assumed that the variance of each province is equal in each section. Because $2(31) = 3567.25$, $P(X > 2(31)) = 0.0000 < 0.01$, the null hypothesis of no cross-sectional correlation is rejected at the 1% significance level, that is, there is significant cross-sectional heteroscedasticity.

3.5.3 Cross-section uncorrelated test hypothesis: Pesaran's test of cross-sectional independence yields a value of 32.729, $Pr = 0.0000 < 0.01$, thus rejecting the null hypothesis at a 1% significance level, indicating that the cross-sectional sequence is correlated.

3.6 Estimation of Parameters in Regression Analysis

To correct the intra-group autocorrelation, the cross-sectional heteroscedasticity, and the cross-sectional correlation in the fixed-effects panel model, the feasible generalized least squares (FGLS) method is used, which also makes the results more robust. The estimated results are shown in Table 6.

the stepwise regression method is used to obtain all

significant variables. The non-significant X3 and X1 are eliminated and the FGLS regression model is estimated. Subsequently, the remaining variables are statistically significant at the 10% significance level (see Table 7).

Table 7. Stepwise regression results

Variable	Model I	Model II	Model III
X1	66.56(0.53)	73.63(0.51)	
X2	0.966*** (2.65)	0.864*** (3.21)	0.947*** (3.53)
X3	0.0581(0.44)		
X4	422.9*** (2.67)	561.1*** (4.27)	554.4*** (4.27)
X5	12.44** (2.17)	14.55** (2.49)	14.34** (2.52)
X6	1.697 (1.13)	2.240* (1.92)	2.060* (1.77)
—cons	-19787.7	-24900.1	-17391.2***
	(-1.35)	(-1.55)	(-2.77)
N	186	186	186

t statistics between parentheses

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Then, the multi-collinearity test was carried out, and as the mean VIF is below 10, it can be concluded that there was no multi-collinearity (see Table 8).

Table 8. Multi-collinearity test results

Variable	VIF	1/VIF
X2	18.12	0.055187
X6	10.90	0.091705
X5	5.34	0.187423
X4	3.41	0.293057
Mean VIF	9.44	

Finally, the parameters of the panel model are estimated: $Y_{it} = 0.947X_2 + 554.45X_4 + 14.34X_5 + 2.06X_6 - 17391.2$.

4. ANALYSIS OF EMPIRICAL RESULTS

4.1 Socio-Demographic Characteristics

The gender ratio variable does not follow the theoretical expectations. It was expected that the gender ratio has no significant impact on the network attention for the Canton Fair. Considering that networks are currently highly developed, they have become the basic channel for individuals to obtain information, regardless of gender. At the same time, it can be inferred that there is no significant difference between men and women in their demand for information on the Canton Fair network.

4.2 Regional Economic Basis

The more developed a regional economy is, the higher its GDP, the more active its trade exchanges, and the more frequent its imports and exports. Naturally, increased attention is paid to information on the Canton Fair, which is known as the "vane" of China's trade, in areas where the economy is more developed. As a result, more attention is paid to the Canton Fair network. In the eastern region of China, which has a more developed economy, the attention paid to the Canton Fair network is considerably higher than in the central and western regions. Therefore, the differences in economic development levels are a determinant of the difference in network attention for the Canton Fair. Generally, GDP and GDP per capita can reflect the level of economic development of a certain region to some extent, but because of the differences among observations (population, land area, and other factors), the level of economic development represented by the GDP per capita may differ from the actual situation. This may explain why the index of GDP per capita failed to pass the significance test in this study.

4.3 Development Of The Internet

The level of Internet development has a significant positive effect on the network attention for the Canton Fair. This variable is a major determinant. From the perspective of the three major regions in China (east, central and west), the economic bases of the central and western regions are less developed than that of the eastern region. Further, the degree of informatization and networking are not high in the central and western regions. The Internet penetration rate is lower, and the attention paid to the Canton Fair network is also relatively low. The ranking of the network attention index of the 11 provinces in the east region is higher than that of the eight provinces in the central region and the 12 provinces in the western region. The higher the degree of informatization and networking and the higher the Internet penetration rate are, the more convenient and quicker the access to network information is. The network attention for the Canton Fair consequently also higher. Therefore, the differences in Internet development influence the network attention for the Canton Fair.

4.4 Exhibition Industry Development Level

In areas with a high level of exhibition industry development, exhibitions and economic and trade activities are abundant, as are economic exchanges with foreign countries. Enterprise groups from areas with strong industry development are more willing to participate in the Canton Fair and the demand for network information on the fair is higher. This also shows that exhibitors and professional audiences need information on the Canton Fair to some extent. Therefore, the differences in the exhibition industry development level affect the network attention for the Canton Fair.

4.5 Regional Population Scale

Population scale is included in the regression equation. The regional population base influences the network attention for the Canton Fair, because the index data generated by the local residents' network search records is closely related to the size of the local population. The results also verify the theoretical analysis in that the greater the population of the provinces (municipalities, autonomous regions) is, the higher the network attention index.

5. CONCLUSION

Currently, research on the spatial and temporal distribution of tourism network attention and its determinants has emerged (Huang, Zhang & Ding, 2017)), but multi-year scale network attention research based on exhibitions is still relatively scarce. In terms of determinants, based on previous studies, this paper finds that the level of Internet development, regional economic base, exhibition industry development level, and regional population size have a significant positive impact on the network attention for the Canton Fair. At the same time, we negate the hypothesis that gender differences have an impact on the network attention for the Canton Fair. Additionally, it should be noted that this paper uses the daily network attention for the Canton Fair from 2011 to 2016 for analysis, and thus, goes beyond previous studies using a single year of network attention data. A relatively fine time data unit (daily data) and longer time scale (6 years) are conducive to a more comprehensive analysis

and identify the objective effect of the spatial and temporal distribution of the network attention for the Canton Fair more accurately. At the same time, using Stata 14.0 to calculate unit root, F, and Hausman tests, along with other methods, we propose a panel data model. Based on this model, the panel regression analysis of the influencing factors of Guangzhou Fair network attention helps ensure the objectivity and robustness of the results.

However, there are also some limitations to this study. First, it uses the Baidu Index with "Canton Fair" as the keyword, which can be considered to be representative of network attention, but it remains to be determined whether it covers the majority of Internet users' attention for the Canton Fair. As such, future research needs to be conducted to further optimize and improve the search terms. Second, this paper uses the Baidu Index to measure network attention, while the search for information on the Canton Fair network may not be limited to Baidu. Therefore, follow-up studies need to broaden the scope of data collection. Additionally, this study does not use a fitting analysis of network attention and exhibition behavior for the Canton Fair, which can more closely relate the analysis to the reality. This could also be a topic for future research.

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Application Analysis of Bim Combined with Vr in Engineering

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Abstract: At present, modern construction technology continues to develop, while the traditional design methods can not meet people's sensory needs, and the data information is relatively backward. This paper mainly analyzes the application of Bim and VR in engineering.

Keywords: Bim; Vr; Engineering

1.INTRODUCTION

There are many problems in the construction industry, such as the unpredictable construction effect and the difficult control of construction quality, and most of the industry still adopt static pictures such as models or renderings when presenting the construction effect, which can not make the construction party fully understand the design concept, and also can not let the owner know the construction situation in advance. At the same time, there is no unified planning during the construction, and there is a certain problem of poor communication between the various project groups, which leads to the construction cycle, cost and quality difficult to guarantee. Therefore, a large number of data need to be effectively integrated in engineering design to build a visual and controllable collaborative system. The combination of building information model (BIM) technology and virtual reality (VR) technology can further improve the data system, visualize the building effect, optimize the project scheme, reduce the project expenditure and improve the project quality. Based on this, this paper mainly analyzes the application of Bim and VR in engineering.

2.INTRODUCTION TO BIM TECHNOLOGY

BIM is a multi-dimensional building model information integration technology, which is mainly based on computer-aided design (CAD) [1]. In the current environment, national policies, Internet technology and industry 4.0 are constantly promoted, which greatly promotes the development of BIM Technology and is widely used in the engineering industry. BIM Technology combines CAD, 3dmax and other technologies, which can directly present the engineering design scheme in the form of three-dimensional visualization, making the boring data more vivid and vivid. On the one hand, it is convenient for professional designers to modify the design scheme and adjust the data, on the other hand, it is also helpful for non professionals to understand the architectural features better. BIM Technology has the advantages of high precision and high efficiency, which is widely used in engineering design in recent years, and also provides technical support for engineering design innovation.

3.INTRODUCTION OF VR TECHNOLOGY

VR technology is mainly based on computer image system and display control equipment. It can form a three-

dimensional environment through computer and provide interactive immersion experience technology [2]. Virtual reality simulation platform is an important carrier of VR technology, with the help of computer simulation system technology can experience the virtual world, and through the computer to form a simulation environment, combined with three-dimensional dynamic visual effect and entity positioning technology, to create a simulation effect, can give users immersion experience. In recent years, with the continuous development of VR technology in China, products matching VR technology are constantly proposed, such as design software, display equipment, etc., especially in cloud rendering home decoration and VR model room.

4.APPLICATION OF BIM AND VR IN ENGINEERING

4.1 Application of BIM combined with VR in engineering design

In the process of engineering design, designers need to have a sufficient understanding of materials, and combine all kinds of materials to reflect the value of the building, so how to scientifically and reasonably form building materials is closely related to the final outdoor scheme. In BIM Technology, combined with VR, a database containing many materials can be established. For all materials, deep editing can be carried out from texture, color and other aspects. At the same time, rendering images can be displayed in real time [3]. Designers immersed in VR design virtual space can directly observe the interference of different materials on the design scheme, with real sensory effect, which provides new possibilities for engineering design. In engineering design, light and color interact with each other, building model is built through BIM, and VR technology is used to test the light and shadow effect of the model. At the same time, the data of light intensity and color temperature can be adjusted at will in VR system, and dynamic lighting simulation can be realized, such as dusk, sunny day, dawn and so on. On the basis of natural lighting, combined with artificial control of lighting, the texture features of building materials can be presented intuitively. Through the effective integration of shape, light and color, it reflects the characteristics and style of the building, and gives the building vitality again. In VR technology, the dynamic interaction method is used to effectively combine the building appearance with the light environment, which can give designers the visual impact of empathy, and also enable users to understand the characteristics of the design scheme more deeply and understand the designer's intention. In the process of BIM design, collision and leakage are the most common problems among various specialties. With the help of VR technology, designers can

enter the scene to view complex parts, find problems in advance and deal with them. At the same time, it can simulate complex nodes and compare the construction scheme. In the process of design, the existing problems are found and solved in time to prevent rework caused by later construction and reduce unnecessary expenses.

4.2 BIM combined with VR applied in engineering construction

BIM Technology can deal with collision and other problems, and can also establish a parametric model to check whether the engineering design scheme is unreasonable, so as to reduce the construction cost and human resource expenditure. But in the construction process of the construction scheme, whether it can be carried out smoothly is affected by the level of construction personnel, the understanding of the design scheme and other factors. After the combination of BIM Technology and VR technology, with the help of BIM, the accurate design scheme is established. Through VR technology, the construction personnel can truly feel the construction process, and view the construction and requirements of each complex node in the simulation environment. In the process of prefabricated construction, BIM Technology can be used to establish a set of reasonable prefabricated construction scheme. Based on the BIM engineering model, combined with the construction schedule and process, VR technology is used to realize the installation demonstration and construction disclosure, which is conducive to the construction personnel to deeply understand the construction process. For example, in the construction of curtain wall and steel structure in large projects, there are a large number of components, and the nodes are more complex, so the construction is difficult. The curtain wall data model is constructed by BIM to ensure the accuracy of parameters. Then, the installation and processing are carried out with the assistance of VR technology. Combined with BIM model, the pre installation is completed, and the on-site installation is simulated in advance, which can dynamically simulate the construction situation, facilitate the understanding of the construction technology, improve

the construction technology, reduce the construction risk, and ensure the smooth completion of the construction. During the technical disclosure, BIM model and VR technology are combined to view the detailed structure of each node based on BIM model, so as to help the construction personnel fully understand the difficulties, control points, key positions and construction methods of the project, scientifically organize and deploy the construction disclosure, so as to make the construction process more accurate and increase the construction safety guarantee.

5.CONCLUSION

The engineering data model based on BIM can maximize the simulation of the construction scene and reduce the possible problems in the construction process. The immersion experience brought by VR technology can demonstrate the construction process. The application of Bim and VR technology in the project, using its high-precision data and 3D visualization technology, can improve the design scheme, reduce the waste of engineering resources, improve the construction efficiency, and maximize the benefits of the project.

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Cooperative Learning Is Used in The Teaching of English Education in Junior High Schools

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Abstract: Under the background of the new curriculum reform and the deepening of quality education, higher requirements are put forward for English education in junior high schools. Based on this, in order to cultivate students' disciplinary literacy and ability, this paper discusses the significance of using cooperative learning in English education teaching in junior high schools, and focuses on analyzing the ways of using this teaching method for reference.

Keywords: Junior High School English; Cooperative Learning; Discipline Literacy

1.INTRODUCTION

As a language subject, due to the lack of language environment, leading to some students in the study of more strenid, gradually produce a fear of psychology. Cooperative learning methods can alleviate the more intense teaching atmosphere, through discussion, cooperation to improve students' English level. Therefore, it is necessary to analyze the use of cooperative learning in English teaching in junior high school.

2.To Explore The Significance And Shortcomings Of Using Cooperative Learning In English Education And Teaching In Junior High School

As an important part of the curriculum system of junior high school, high-quality English education in junior high school can improve students' ability of cross-language communication and promote the formation of comprehensive literacy. Especially after combining cooperative learning, listening, speaking, reading and writing all links can be carried out efficiently, so that students can give full play to their subjective initiative, and help students to build a good relationship of mutual assistance, to achieve the overall improvement of English learning level. However, in the actual teaching process, some teachers do not effectively analyze the basic English level and teaching content of students, resulting in the lack of a certain rationality in the arrangement of cooperative learning tasks, and in the actual teaching process did not give students timely encouragement and guidance, to a certain extent, to combat students' learning confidence, resulting in cooperative learning teaching methods can not play their due role^[1].

3.THIS PAPER ANALYZES THE WAYS OF COOPERATIVE LEARNING IN ENGLISH EDUCATION AND TEACHING IN JUNIOR HIGH SCHOOL

3.1Change the teaching concept and divide the study group

When applying cooperative learning to the teaching of English education in junior high school, teachers should

take the initiative to change their teaching concept, deeply realize the main position of students in teaching activities, give full play to their organizational and leading role, so as to realize the organic combination of cooperative learning and teaching content, and promote the completion of learning tasks. In the course of practical teaching, teachers should strengthen the observation of students' learning behavior and attitude, master students' actual English level, as a basis for the division of study groups, and guide in the course of follow-up group discussions in a timely manner. In order to make cooperative learning use effect is the most ideal, the key link is the division of cooperative learning group, through the observation of students' learning behavior and attitude, combined with examination results to improve the scientific rationality of cooperative study group division, and then let students in the way of mutual help, cooperative learning to obtain their own level of progress, so as to improve the overall level of English. It is worth noting that the division of the group should complement each other's strengths, so that students with higher English proficiency can drive students with poor foundation. If we want to further improve the effect of cooperative learning, it is best to score the students' English learning attitude, level and ability, such as excellent students, secondary students and students with learning difficulties, ensure that each group includes students at three levels, and implement the key points of complementary advantages, so as to promote the improvement of students' English level.

In the process of teaching, teachers should regard teaching activities as an interactive process between teachers and students. Cooperative learning is not only reflected among students, but also between students and teachers, such as teaching interaction and thinking guidance. In the process of students helping each other and cooperative learning, teachers can also properly participate in the discussion between students, so as to form a common experience exchange, Ease the tense teaching environment, stimulate students' learning enthusiasm, let students feel a sense of achievement from English learning, and correctly understand the charm of English discipline, so as to improve the effectiveness of classroom teaching and students' learning. Through this application, compared with the traditional teaching ideas and teaching methods, can create a relatively relaxed and pleasant classroom learning atmosphere, easy for students to mobilize their enthusiasm for learning, thereby promoting the formation of an efficient classroom.

3.2. Strengthen observation and assign cooperative tasks

In order to encourage students to actively carry out

cooperative inquiry activities, teachers should strengthen the observation of students, accurately analyze students, scientifically arrange tasks, enable students to actively and actively think about English related problems, and promote students' cooperative inquiry, so as to cultivate students' abilities of independent thinking, unity and cooperation, so that students can learn English knowledge in an efficient state. When assigning group cooperative learning tasks, teachers should implement overall tasks and individual tasks according to the specific teaching contents and in combination with the learning situation of students in the group, so that all students can participate in teaching activities and show some performance, so as to improve students' English learning initiative.

In the process of English dictation teaching, because English vocabulary is an important foundation of students' English knowledge system, but the number of students is large, teachers can not tutor them one by one. In this case, teachers can use the group cooperative learning mode to require students to learn words by themselves in the group, think, discuss and solve problems together, and ask teachers if they can't solve them. After self-study, let the group students read the words collectively and correct their individual wrong pronunciation. In this process, the teacher can successfully master the main problems encountered in the students' learning process, so as to scientifically adjust the learning plan and provide an effective basis for improving the teaching effect. In terms of word spelling, it is to dictate the English vocabulary in groups, then exchange comments, and write the words with the highest error rate on the blackboard to strengthen students' memory. In this way, teaching can not only reduce students' psychological burden, but also increase their practice and exercise their English dictation ability [2].

In the process of English reading teaching, teachers can assign group tasks according to the reading content, let students refine the tasks, and assign appropriate tasks through students themselves, so as to ensure that students complete the tasks carefully and carry out learning work. In this process, the content of the task should be related to the reading difficulties and the application of knowledge points. Then, the team members should be tested separately to master the students' understanding of the content of the article, judge the students' progress in

English learning, and finally hand over the performance evaluation to the students and members of the group to protect the students' English learning confidence and respect the students' efforts in the learning process, so as to strengthen the teaching effect.

In the process of oral English teaching, through group cooperation in the way of English communication, conditions permit, combined with students like movies or TV dramas, excerpts and excerpts for interpretation, to mobilize students' enthusiasm at the same time, improve the language environment is relatively scarce, to achieve oral English communication and interaction.

3.3. Build the teaching situation and improve the teaching effect

Teachers can use modern technology such as information technology to construct teaching situations, according to the teaching content to develop communication topics, and then guide students to discuss cooperation, express the problems encountered in the process of communication and knowledge points, so as to exercise the proficiency of students in the use of English. Expand the subject content, let students set their own scenarios, promote the formation of students' good English language habits, so that students' Core English literacy is successfully formed and developed.

4.CONCLUSION

To sum up, cooperative learning method, as a new learning model, has a high degree of compliance with the requirements of the current new curriculum reform. Therefore, teachers should put the cooperative learning method through the whole process of junior middle school English teaching, change the teaching concept, improve the teaching mode and scientifically arrange tasks, so as to improve the teaching quality and efficiency.

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Discussion On Flipped Classroom Teaching Mode in Colleges and Universities from The Perspective of Deep Learning

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Abstract: Flipped classroom is the reconstruction of teaching process based on the development of students' high-level cognition and thinking ability. This teaching method is similar to the theory of deep learning. Therefore, in recent years, more and more colleges and universities have begun to study the adaptive relationship between deep learning and flipped classroom, so as to provide a more efficient model for teaching work. Based on the perspective of deep learning, this paper discusses the flipped classroom teaching model in Colleges and universities for reference.

Key words: Deep Learning; Flipping Classroom; College Teaching

1.INTRODUCTION

Flipping the classroom is different from the previous classroom teaching mode, which subverts the spatial order of teaching knowledge and knowledge internalization in the traditional classroom, and can make students learn more deeply about the learning goal, which greatly enhances the interaction of the classroom. The level of knowledge and culture of students in colleges and universities is relatively high, and the ability to accept new things is relatively strong, so it has certain advantages to flip the classroom teaching mode in colleges and universities.

2.. FLIP THE BASIC CONCEPTS OF THE CLASSROOM

Flipped classroom is a teaching mode that allows students to understand the content to be learned in class and place the classroom in the main position of teaching by sending relevant graphic materials and videos to students' social groups before class. This teaching mode allows students to have a preliminary understanding of the teaching content in the classroom before class. Teachers can conduct more in-depth teaching in the classroom according to students' problems and personality after collecting students' situation, which can more fully mobilize students' enthusiasm for classroom learning and improve the teaching environment.

2. The problem of flipping classroom teaching mode in colleges and universities from the perspective of deep learning

2.1 The teaching management system is not sound enough
A sound teaching management system is conducive to the development of the university flip classroom, but because the teaching mode of the flip classroom belongs to a new teaching mode, has not been widely promoted and used, so the university in the process of its implementation has no relevant accumulation and experience, resulting in the

teaching management system is not sound enough, this phenomenon is not conducive to flipping the classroom in the specific practice of the university.

2.2. The teaching evaluation system is not perfect

Teaching evaluation is to summarize the deficiencies and areas that need to be improved in the teaching process through the evaluation of classroom teaching effect. The development of teaching evaluation is conducive to urging teachers and students to better complete teaching tasks. However, in the current development of flipped classroom teaching mode in Colleges and universities, there is no sound teaching evaluation system, which is not conducive to the optimization and improvement of teaching effect.

3. SUGGESTIONS ON THE IMPLEMENTATION OF FLIPPED CLASSROOM TEACHING MODE IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF DEEP LEARNING

3.1. Improve the teaching management system

In order to better develop the flipped classroom education model in Colleges and universities, it is very important to improve the relevant teaching management system. Teachers can let students have a preliminary understanding of the knowledge to be told in the classroom before class, ask teachers questions about the incomprehensible problems, and teachers can focus on systematic analysis and explanation of the feedback and problems put forward by students before class, and correct the mistakes and problems that students are prone to, so as to attract students' careful attention. At the same time, teachers can also organize students to discuss their experience in class and encourage everyone to express their true thoughts. Through the further sharing of students' experience, good experience can be shared, and problems can be found and noticed by everyone. This good classroom interaction and discussion atmosphere can stimulate students' interest in learning to a great extent, make the classroom atmosphere of colleges and universities more interesting, and students can obtain more knowledge through the classroom. In addition, in the process of teaching, teachers should not be limited to theoretical learning, but also pay attention to practical learning. Therefore, in class, teachers can divide students into different groups for practical operation and cooperative learning. This learning method can enable students to urge each other. Their respective operation opinions can broaden students' ideas. Other students can point out the mistakes of students in operation, make them fully understand their existing problems and correct them in time, so as to strengthen the students' mastery of

practical operation essentials. In the process of teaching guidance, teachers can also use slides to play classic cases or related teaching videos for students in class, and summarize and summarize the contents of cases and videos, so as to make students have a deeper understanding of knowledge, improve the teaching management system and improve the teaching value of flipped classroom ^[1].

3.2 improve the summary of after-school evaluation

Before the end of each course, teachers need to make a retrospective summary of the contents learned in the classroom. If conditions permit, they can make a targeted evaluation of each student's situation. The evaluation content includes students' advantages and disadvantages, class performance, mastery of knowledge, etc. During the evaluation, we should maintain a positive attitude of encouragement and praise students' advantages, so as to increase their learning motivation. At the same time, we should also let students listen to the advantages of others and learn from them. Let every student be aware of their advantages and strengths, enhance students' self-confidence and give full play to their advantages. While the teacher evaluates the students, the students can also evaluate the teaching teacher of this class, and evaluate the teacher's class efficiency, explanation clarity and detail, so as to make the teachers realize their shortcomings in teaching and improve them to promote the improvement of classroom quality. College students are a highly personalized group. Students and teachers evaluate each other at the end of the classroom, which can build a pleasant learning atmosphere. Colleges and universities can also establish some teaching evaluation platforms to encourage students to evaluate teachers on the platform. At the same time, teachers can also put forward learning opinions to students through the platform or point out the parts that need to be improved. Students can also evaluate each other's performance in class and comprehensively improve the summary of after-school evaluation.

4. OTHER RECOMMENDATIONS

In addition to the need to improve the teaching management system and improve the summary of after-school evaluation, the development of flipped classroom should also strengthen the preparation before class. Teachers can make students do a good job of preparation before class and fully understand the basic contents to be learned in class through science and technology such as

video communication. Teachers can explain the general contents of the classroom to students in advance to make the teaching objectives more clear. Teachers can also encourage students to actively feed back problems after arranging teaching tasks, so that teachers can adjust the design of classroom teaching according to the problems raised by students in the classroom, which can also help teachers have a general understanding of students' level. Teach students according to their aptitude. Teachers can also find some interesting videos on the Internet as the content of pre class preview, so as to increase students' good impression of the classroom, make students look forward to the upcoming classroom, lay an interesting classroom tone for students, and trigger students' learning motivation and discussion. In this way, students have a certain grasp of knowledge before the beginning of the course. The time of classroom teaching will become more abundant and further deepen the students' mastery of knowledge under the flipped classroom teaching mode ^[2].

5. CONCLUSION

In a word, the teaching mode of flipped classroom in Colleges and universities from the perspective of in-depth learning is a new attempt to innovate teaching methods in Colleges and universities in the new era. Colleges and universities still need to constantly summarize and optimize it in the actual implementation process in order to increase its effect. We also need to make appropriate adjustments to the teaching mode of flipped classroom according to the actual situation of our university, so as to make it better serve the teaching work of colleges and universities.

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Exploration Of the Cultural Differences and Integration of Old-Age Care in China and The West

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Abstract: China is a country with a large population and is facing problems caused by the aging of the population, in terms of the old-age care China is not the same as western developed countries, there are some similarities and differences in China's old-age and western care cultures; Because of its excellent traditional cultural education, Chinese have a high-quality thinking concept in respect for the elderly, but the relative law and policy are relatively lacking. However, the westerners' family concepts are relatively scattered and relaxed, and most of them do not have family culture and traditional culture, a large part is based on their perfect old-age measures and perfect old-age law, according to the analysis of similarities and differences between Chinese and Western old-age culture, going to its dregs to take its essence, it would be better to integrate these two old-age care cultures and improve the service to the elderly groups.

Keywords: Chinese And Western Old-Age Care Culture; Filial Piety; Pension

1.INTRODUCTION

China's old-age care culture is different from other western countries, it has very strong family concept, continue the "crow back-feeding, lamb kneeling milk" traditional culture of respect for the elderly, but because of China's continuous economic development and growing population mobility, more and more young groups enter into the city uprooted, which leads to the traditional family's function of caring old-age model and many old-age care culture gradually decline, in the future pension model is bound to have essential changes, which is the overall trend and also an inevitable trend. This requires our country to reform and innovate in time for these phenomena is closely related to People's well being and harmony of the whole society.

2.THE CURRENT SITUATION OF CHINA'S OLD-AGE CARE CULTURE

Because of China's large population in the future the aging trend will become more obvious, doing a good job in our country's people's livelihood is important and good for our country. Because of the high-quality cultural heritage, in respect of the elderly has continued for thousands of years and has become the bottom line of ethics and social public opinion, whether in life and work or in production and learning, the thought of respecting for the old has been passed down through words and minds, the elderly in our country has a very important position. China has a great deal of good ideological heritage in filial piety stories: Dong Yong's filial piety story of selling himself to bury

his father moved the sky, Wang Xiang's filial piety story of catching carp on icy river in Winter for his mother, Tan Zi's story of wearing a piece of deerskin to get the deer's milk for his patents' treatment, Zhong You's story of carrying rice for his parents over hundreds of miles and so on, these people's respecting for the old allusions in our country folk tales play a very good educational role, and gradually enter into the people's living customs, many allusions was introduced into teaching materials, many film and television works have also extolled their filial piety, just as we often say that "filial piety is the most important of all virtues", the ancient twenty-four filial piety map allusions recorded education as well as for filial piety warning. It can be said that filial piety is a conventional moral tradition, and taking caring of one's parents is the obligation and also is his/her responsibility. Serious cases of maltreating the elderly will not only be despised by public opinion but will be punished by the relative law, and our country has gradually developed a family-based old-age care system, but family planning policy adopted in the process of China's development result in the lack of young adults in many areas. With the rapid development of society, many young people have to leave their homes to get a job in big cites, as young people now say: "Because we have nowhere to get a job in hometown, then we have to leave the hometown and can only miss it in heart", which leads to their absence in showing their timely filial piety in many times, with the pace of life and life pressure is increasing, more people are away from their parents and do not have time to visit them, which will lead to China's overall old-age care culture gradual change, the old-age care model and system will be offset, but this is the overall trend of future development and is also an inevitable trend.

3.The development trend of China's future old-age care culture

Due to the rapid development of the aging of the population intensified and the cost of living increased, many Chinese young people uprooted from their homes to the big cities, they can not stay around their parents to do filial piety, and because of busy work and one-child policy in cities, young people do not often go home to visit their parents, in many areas the parents' old-age care is not paid enough attention to, in other words, in the future China's old-age care situation will gradually appear a lot of problems, the old-age culture will also shift with social culture and social development, which is the inevitable trend of future development. In response to this phenomenon, the relevant departments need to do a good

job of advancing relative planning.

4. Western pension culture and legal system regulations control

Not in line with the situation of our country because western culture in the early industrial revolution after the urbanization modernization speed up and has completed coverage, under the guide of religious beliefs, many western countries have completed the transition of old-age care, the relevant laws and regulations are more stringent and pension system are relatively perfect, which makes many western countries do not have the problem of old-age care. However, it also has some disadvantages: along with social development and the progress of the times and the impact of religious beliefs, many people in Western countries have poor family concepts and family awareness, blood relationship is relatively indifferent, relatively loose in the family system, the family pension also has not formed a system, basically completely rely on the high-quality legal management system to protect, which leads to the material supply of the elderly is not sufficient in some western countries, at the same time lack of children's support makes the elderly can not get spiritual comfort, there are many problems in the overall old-age care.

5. The method of the integration of China's old-age culture and the western old-age system

5.1. Carrying forward the culture of filial piety forms a good social atmosphere of respect for the old

China should ensure that respect for the elderly become an important part of Traditional Chinese culture, at the same time, carry forward the inheritance of the traditional virtue of "filial piety", ensure that social family ethics and morality has a good external atmosphere, ensure that the material satisfaction of the elderly at the same time bring psychological comfort and spiritual comfort, so that the overall society can enhance people's awareness of respect for the elderly, and then let the overall old-age work can go smoothly without excessive resistance.

5.2. In addition to the family pension unit, the establishment of community institutions to assist the old-age system

China's current main old-age care model and system is to take the family as a unit of old-age care, but Europe is a city-state system evolved so the number of land area is relatively small, and China has vast population and complex social structure and environment, which means that the simple dependence on family or family old-age care model is far from enough, which requires active community or collective pension model construction. Through community institutions and multi-level, multi-channel collective old-age care model construction to

assist the family old-age care model and complete the old-age care work.

5.3. Strengthening the employment policy for the elderly and reflecting the value of old age

The elderly in old age not only need stable material, but also need spiritual and psychological comfort, many retirees after retirement feel their own emptiness and having no value, which requires the relevant departments to strengthen the development of the elderly employment, to ensure the rich and meaningful life of the elderly, at the same time to complete the social value of the elderly and their own value, to make up for their psychological emptiness.

5.4. Strengthening social promotion and publicity efforts, and formulating a sound old-age policy and system

China should actively learn from the western high-quality legal system and system, but can not copy the full use, need to carry out scientific analysis and reform and innovation according to the actual situation of our society, to ensure that it can be adaptable to the actual situation of our country. At the same time, our country should vigorously carry out the promotion of old-age care consciousness, create a high-quality cultural background and external environment for the overall work, through the integration of the Chinese and Western old-age culture and old-age system, complete china's old-age care work further so that the elderly can enjoy their old age lives.

6. CONCLUSION

With a developmental perspective and forward-looking thinking, the paper analyzes China's current form of old-age care and old-age culture, the social development will gradually produce an offset, many cultural functions will gradually weaken, which requires our country to actively learn from some western countries' high-quality old-age culture and combine it with China's own actual situation for cultural integration, try to improve the overall quality and efficiency of old-age care work.

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An Analysis of The Transformation and Upgrading Path of Cross-Border E-Commerce Industry Under the Background of the "Belt and Road" Initiative

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Abstract: With the "One Belt and One Road" initiative put forward, further opened up the situation of China's opening to the outside world, and promoted the economic development of countries along the route. In this context, cross-border e-commerce, as an international business activity based on the network, has been deeply affected in its own development. Cross-border e-commerce faces both opportunities and challenges. How to use the "Belt and Road" dividend to promote the transformation and upgrading of cross-border e-commerce is the key to ensure the sound development of cross-border e-commerce. To this end, this paper will analyze the transformation and upgrading path of cross-border e-commerce industry under the background of the belt and Road Initiative.

Key Words: One Belt And One Road; Cross-Border e-Commerce; Industry

1. INTRODUCTION

Cross-border e-commerce is an emerging form of business in the current society. It has realized the effective integration of real economy and network economy, and has become an important part of China's overall economy. At the present stage, cross-border e-commerce has become the main "engine" to promote international trade, as well as the continuous driving force for China's current economic development. In the Guiding Opinions on cross-border E-commerce, The State Council clearly points out that import policies should be strongly encouraged, imports of domestic products in short supply should be increased, and pilot cross-border e-commerce should be further expanded [1]. Under the background of "One Belt and One Road", cross-border e-commerce has unprecedented development opportunities, but also faces huge challenges. The Belt and Road Initiative has created a good regional political environment for cross-border e-commerce and promoted the development of the cross-border e-commerce industry by promoting economic exchanges and capital flows in countries along the belt and Road. At the same time, the belt and Road Initiative has opened up important nodes of cross-border logistics, simplified customs clearance process, improved customs clearance efficiency, and provided convenience for the development of cross-border e-commerce. Relevant data show that by 2020, the scale of cross-border e-commerce transactions in China has reached 12.5 trillion yuan, and the scale of cross-border e-commerce transactions will be further expanded in the future. In this context, the

transformation and upgrading of cross-border e-commerce industry is the trend of The Times, which is an important measure to enhance international competitiveness. To this end, this paper will analyze the transformation and upgrading path of cross-border e-commerce industry under the background of the belt and Road Initiative.

2. TRANSFORMATION AND UPGRADING PATH OF CROSS-BORDER E-COMMERCE INDUSTRY UNDER THE BELT AND ROAD INITIATIVE

The proposal of "One Belt and One Road" initiative has provided huge dividends for the development of cross-border e-commerce, and also greatly promoted the restructuring of cross-border e-commerce industry [2]. At present, cross-border e-commerce has changed from low threshold to professional, formed the corresponding platform, and accelerated the integration of cross-border e-commerce industry resources. Cross-border e-commerce has evolved from the traditional price competition to the state of quality and service competition, and more domestic brands have improved their popularity. In order to promote the transformation and upgrading of cross-border e-commerce industry under the background of "One Belt and One Road", it is necessary to reasonably adjust the industrial structure of cross-border e-commerce, promote the combination of online and offline O2O, create more well-known domestic brands, strengthen sweat supervision, and promote the orderly development of cross-border e-commerce industry. Specifically can be summarized as the following aspects.

2.1 Promote the combination of online and offline to form a global brand direct supply situation

With the development of society and the change of people's consumption concept, people expect to have the same experience as traditional shopping wherever they shop at present [3]. To achieve this goal, cross-border e-commerce needs to speed up the combination of online and offline O2O. When consumers place an order online, the seller sends the goods through overseas direct mail or local bonded warehouse, which can reduce consumers' doubts about whether the goods are genuine or quality. At present, the combination of online and offline O2O models in China can be summarized into four types.

2.1.1 Duty-free shops are set up in airports, where consumers place orders online and pick up goods in person offline, which is conducive to consumers' corresponding shopping experience.

2.1.2 Warehouse supermarket operation mode. Physical stores in bonded areas can directly show foreign imported goods to consumers on the one hand, and directly sell imported goods on the other hand, and play the role of warehouse for imported goods.

2.1.3 Set up experience stores in busy streets of large cities.

2.1.4 Strengthen the cooperation with offline merchants to make up for existing deficiencies and achieve win-win cooperation.

2.2 Encourage domestic brands to go global and promote the transformation and upgrading of cross-border e-commerce industry

According to the research results of the current development situation of China's cross-border e-commerce, the export commodities of China's cross-border e-commerce are mainly 3C electronic products, shoes, hats, bags and clothing, etc., with relatively low added value, and the competitive advantage of commodities is still mainly price. But from the long-term perspective of commodity development, future commodity quality and service is the core of competition. Therefore, the government needs to increase the support for high-quality enterprises with development prospects, actively guide cross-border e-commerce enterprises with mature conditions to "go global", acquire cross-border e-commerce enterprises or participate in shares, promote cross-border e-commerce overseas marketing, and create more domestic brands with Chinese characteristics. At the same time, the government also needs to further improve the cross-border electricity payment mechanism, accelerate the independent research and development of the construction of the third-party payment platform in China, using the "area" initiative proposed dividend, speed up the formation of the yuan in commodity transaction settlement agreement directly, make cross-border electricity in China to settle trade and more convenient in the process of financing, enhance consumer shopping experience. In addition, the government also needs to encourage large e-commerce enterprises and e-commerce platforms where conditions permit to actively build overseas warehouses, so as to fundamentally deal with the problems of slow logistics speed and high cost of returning and replacing goods, improve the quality of after-sales service, and improve the comprehensive competitiveness of cross-border e-commerce.

2.3 Strengthen industry supervision to guarantee the healthy development of cross-border e-commerce

At present, China's cross-border e-commerce is developing rapidly, but at the same time, it has also formed certain problems, such as the same goods, non-standard competition, pay no attention to intellectual property protection and so on. As a result, some other countries have launched corresponding measures to counter cross-

border online shopping goods that enter the country by mail, which has greatly affected the growth of China's cross-border e-commerce exports. Therefore, it is necessary to strengthen the supervision of the cross-border e-commerce industry to make the cross-border e-commerce industry more standardized. First, build a corresponding cross-border e-commerce quality and safety information platform to provide accurate and authoritative quality information query projects, gradually optimize the cross-border e-commerce quality and safety system, and facilitate the supervision of cross-border e-commerce industry. Second, the relevant content of national trade law should be referred to and effectively integrated with the current cross-border e-commerce supervision mechanism, quality and safety regulations and dispute settlement mechanism, so as to further optimize the content of cross-border e-commerce laws and regulations and provide effective protection for consumers' rights and interests. Finally, promote the improvement of data sharing mechanism, promote the integration of cloud computing and Internet of Things technology, make all kinds of data and information sharing, facilitate the customs to accurately grasp the type and batch of import and export commodities, so as to realize the information of the supervision system.

3.CONCLUSION

To sum up, the background of the Belt and Road Initiative has ushered in a new development era for cross-border e-commerce. In order to adapt to the suggestions and requirements of the Belt and Road Initiative, cross-border e-commerce needs to accelerate its industrial upgrading. Taking online integration, promoting domestic brands to go global, and improving industry supervision as starting points, we will promote the optimization of the industrial structure of cross-border e-commerce and promote the healthy development of cross-border e-commerce.

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Three Dimensions of Covid-19 Response and College Students' Recognition of China's Institutional Advantages

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Abstract: Under the influence of individual money worship, hedonism and individualism, some college students appear weak ideal and belief, worship foreign ideas breeding and the recognition of the state system is not high. The current stage achievements of China's COVID-19 response and the institutional advantages embodied in it are important educational carriers to strengthen the recognition of China's institutional advantages among college students. Through the attention and participation in the COVID-19 response, they can realize a profound understanding of China's institutional advantages, and then deepen their recognition of China's system.

Key Words: Covid-19; College Students; China Advantage; System Identification

1. INTRODUCTION

In this paper, it is discussed that in the context of COVID-19 response, college students' identification of China's institutional advantages is more from their confidence in the socialist system with Chinese characteristics, which then leads to value identification, emotional identification and behavioral identification of China's institutional advantages. Through self-education, we should cultivate patriotism and enhance the moral cultivation of dedication and responsibility in epidemic prevention and control practice.

2. THE BASIS OF EDUCATIONAL THEORY OF CONFIDENCE IN CHINESE SYSTEM

System confidence education is the best practical basis, our country has achieved in all aspects of the remarkable achievements. First, major achievements have been made in economic development. China's economy has maintained a medium-high growth rate, ranking first among major countries in the world, and its GDP remains the second largest in the world. Rapid progress has been made in the construction of high-speed railways, length of roads, airports, ports and other infrastructure. Major scientific and technological achievements such as the large aircraft, Tiangong, Sky Eye and Mozi were made. China's foreign exchange reserves and foreign trade are among the world's largest. Second, major steps have been taken in building democracy and the rule of law. The development of a rule of law society, a rule of law government, and a rule of law country reinforce each other. The socialist rule of law system with Chinese characteristics has been gradually improved, and the whole society's awareness of the rule of law has been significantly strengthened. Finally, remarkable progress

has been made in the fight against COVID-19. In response to the novel coronavirus, the CPC Central Committee has formulated a series of systems and measures, and the whole country has united as one. Positive changes have been achieved in the prevention and control of the epidemic, and many encouraging results have been achieved. Finally, the study of "four histories" will be integrated into the system confidence education to inspire students to identify with the inevitability, rationality, advanced nature and superiority of the socialist system with Chinese characteristics.

3. ANALYSIS OF INFLUENCING FACTORS OF INDIVIDUAL COLLEGE STUDENTS' LOW RECOGNITION OF THE ADVANTAGES OF CHINESE SYSTEM

By visiting communication and questionnaire analysis, the reason is there are three aspects: first is the multicultural throughout the collision media culture, network public opinion evaluation and individual unsound system implementation, and political education in colleges and universities education about "the Chinese system of confidence" in negative feelings brought by the lack of education, and cause the system of the negative experience. Secondly, the difference of system cognition of college students is closely related to their professional background, students' position, political status and educational level. For example, from the youth League, youth League school learning to party membership training, party school learning, student cadre training, from the college entrance examination, postgraduate examination to the doctoral examination, all of them at different levels from passive acceptance to active learning about the theoretical knowledge of the party and the socialist system. Finally, the negative impact brought by the we-media network. In the era of 5G intelligence, everyone from the elderly to at least the next year has a smartphone. And the network public opinion is relying on the smart phone big data information under the medium imperceptibly influence the thoughts, psychology and emotional feelings of college students.

4. MEASURES TO ENHANCE COLLEGE STUDENTS' CONFIDENCE IN THE SYSTEM

From the epidemic prevention and control front dig advanced touching stories, stimulate students' value identity, emotional identity and behavior identity three dimensions of analysis.

One is value identification. College student party members only absolute loyalty to the firm belief of marxism, is a high recognition for their party membership

and outside into themselves consciously into the national epidemic prevention and control in combat, have the courage to "remember the titans" in the front line, dare to bear hardships unattended, like communist revolutionary martyrs, to the first, governs incorruptibly, and inspired students to love the party and the state, In particular, it can deepen the identity and enthusiasm for their party membership and Chinese nationality. In the fight against the epidemic, students' recognition of the core values of the COMMUNIST Party of China (CPC) and their political identity will be enhanced through national unity, mobilization of materials, positive institutional measures and the influence of model party members. The second is emotional identity. Through the Internet, television and other channels, schools can indirectly learn about the stories of comrades who have always been on the front line in the fight against COVID-19, which is touching. The majority of party members and medical workers have always stayed on the front line of the epidemic with dedication and dedication. Under the centralized leadership of the Party, they have demonstrated the organizational and institutional advantages of China's system and actively responded to the COVID-19 battlefield without any conflict. At the same time, the prevention and control measures and the spread of the epidemic in Europe, The United States and India can further stimulate the emotional resonance of students, especially the sense of responsibility and mission as student party members, so as to strengthen their emotional identity of confidence in the Chinese system. Third, behavioral identification. Knowledge, emotion, intention and action all influence a person's behavior. From value cognition, emotional perception, and then to behavior practice, which is a process of transformation from internalization to externalization. During the major epidemic response period, the country actively scientific and effective epidemic prevention measures and the most impressive "rebellious" behavior. In addition to the

medical workers and party and government cadres we know, there are many volunteers and communities in all regions who have volunteered and selflessly fought on the front line of the epidemic. The most touching "rebel" is 84-year-old Academician Zhong Nanshan. He could have spent the Spring Festival at home enjoying happiness like other peers, but he did not hesitate to go to the front line of the fight against the epidemic and selflessly contributed his strength, which really impressed and touched us. Looking back, under the strong leadership of the CPC, we have successfully withstood the devastating floods, earthquakes, mudslides, SARS and now THE NOVEL coronavirus outbreak, which, in turn, have promoted the deep recognition of the advantages of The Chinese system among college students.

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Study on the Importance of Aesthetic Education from the Perspective of Multi-Culture

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Abstract: Accompanied by change of contemporary aesthetic culture, there are three new trends in aesthetic education. First, reconstructing the relationship between aesthetic education and life, that is to say, aesthetic education should promote the change from life experience to aesthetic experience, and extend the contents of aesthetic education in multi-culture. Second, emphasizing the development of aesthetic understanding and critique. Aesthetic education lays emphasis on the in action capacity of visual signals and visions; and it helps people construct the relationship between them and signals and visions to realize their growth through understanding and criticism. Third, highlighting the consciousness of pluralism, that is, aesthetic education breaks through the stand point of classic aesthetic which shows plural aesthetic conception. Aesthetic education promotes the importance and identity of national aesthetic culture. It contributes to the understanding and respect of others' aesthetic education.

Key Words: Aesthetic Education; Contemporary Aesthetic Culture; Multi-Culture

1. TERMS AND THEORIES

1.1 THE CONCEPT OF AESTHETIC EDUCATION

As a particular aesthetic form, it also carries with rich and unique connotation.

The improvement of national quality by aesthetic education is realized in the quality of morality, culture, psychology and health. Aesthetic education, an important part of art education, is characterized by plentiful content, various devices, and better popularization. Aesthetic education has the unparalleled function other kinds of education can't provide. Aesthetic education educates an important link being that infant school education student quality cultivates. An education without aesthetic education is incomplete. Generally speaking, "aesthetic education" is only defined as "aesthetic education".

1.2 Multi-Culture

The present world being a world of multi-culture, culture is of great significance to human life and its existing value. At the same time, it becomes easier for us to be perplexity and to be in faith crisis with the multi-culture collision and multi-information communicating. Our society has strong vitality and cohesive force and is an important component of multiple cultures of the world. We must support and foster overseas art education

2. BACKGROUND OF AESTHETIC EDUCATION

With the development of human beings and the progress of social civilization, people's pursuits become higher and higher. That means the duty and status of aesthetic education in schools are becoming more and more

important. Ministry of Education's National Plan for the Development of School Art Education emphasizes that strengthening aesthetic education in college plays a more conscientiously prominent role in multi-culture. Aesthetic education is to promote quality education for college student all-round development in an all-round way. How to develop and go towards healthy growth is an urgent task for the whole society.

2.1 Aesthetic Education Among Two Dimensions

Aesthetic education consists two parts, which are the system education and aesthetic education, which is to treat students as students. They are two dimensions for the way to analyze what the core things we should do education and why we should build the right values. The values stay in the center of culture, then, system culture and social culture stays in the first cycle and second cycle. They build a closed and complete scope. College should cultivate the aesthetic subject so as to make students good at aesthetics. It is aesthetic education, that is, to cultivate students as aesthetic objects and make them learn.

2.2 Theory Of Aesthetic Education

Schiller first put forward "Aesthetic Education" in "Aesthetic Education Bamboo Slips". He points that esthetic education is also called "aesthetic education" and "aesthetic education". Students grasp the basic knowledge of aesthetics to form a certain aesthetic ability as well as cultivate the education to foster a correct aesthetic view." In "Aesthetic Education Tasks", the phrase of "aesthetic education" is expressed. The training of reading emphasizes that students can be more conscious of their attitudes, advocate. In order to accept the Beautiful Information of the Aesthetic Object actively and correctly, the professors express it in this way, that is Aesthetic Education should show up with Aesthetic Sense Education. The expression of the concept of aesthetic education in the Code (revised edition) has changed that it should be known as aesthetic education which enables students to grasp the basic knowledge of aesthetics. Forming a certain aesthetic ability, we cultivate correct aesthetic view and pass the sense to beautify students.

3. THE EFFECT OF AESTHETIC EDUCATION IN MULTI-CULTURE

With the advent of multi-culture, economic globalization, the whole society has gradually infiltrated Western cultural concepts, making many college students not recognize national culture. Some colleges and universities have placed too much emphasis on the value of educational tools and neglected human values, making the traditional cultural education gradually marginalized. College students are easily rejected by external concepts, lacking of reason and discrimination. At this time,

aesthetic education becomes more prominent and vital for all students in present time. Their soul, behavior, language and posture improve the level of morality and wisdom that belong to the values for a person. It is the core part for the growth of human beings.

3.1 The Core Values Of This Definition

The definition lies in paying attention to students' growth. Object of aesthetic education are stresses in mind, behavior, language and body. There is another concept that is Feeding back which is not a direct and active way to educate students' mind and behavior. At the same time, the goal of this kind of "beautification" is to cultivate the beauty of language and posture in raising the level of morality and wisdom, which is not included directly. There is another goal of beauty as a morality and wisdom which is the appendage of wisdom so as to negate the independence of aesthetic education. The definition of aesthetic education has not been given in his Introduction to Aesthetic Education. Its argument is also based on the view that aesthetic education is "aesthetic education" or "aesthetic education". In the book, the concept of aesthetic education is not introduced at all. Under the understanding of aesthetic education, we should go straight to aesthetic education in middle school. Undoubtedly, they have put the logical starting point of aesthetic education in college under the multi-culture. On the basis of Aesthetic Education is Aesthetic Education or Aesthetic Sense Education

3.2 The Authoritative Definition Of Aesthetic Education

Aesthetic education is the application of artistic beauty and nature. The Beauty of Social Life educates people's correct aesthetic concepts. The education of feeling beauty, appreciating beauty and creating beauty ability. It is also a view of aesthetic education, namely aesthetic education and aesthetic education. The article notices that aesthetic education is directly called "aesthetic education. It opens up the space for aesthetic education. Beauty is viewed only from moral and psychological perspectives which refer to beauty. Establishing Beauty Operation of Enlightening Truth and Storing Goodness with Beauty becomes the basic and core knowledge and emotion in multi-culture. Thus, the concept of "building beauty" is still worth using. The main reason that people place "aesthetic education" only in "aesthetic education" (beauty) is that we have become accustomed to "beauty". It is regarded as "aesthetics" and "aesthetics" is also called "aesthetics", since it was put to the west. When the concepts of "beauty" and "aesthetics" are introduced, aesthetic is introduced. It is translated directly into "beauty" or "aesthetics". In fact, "beauty" is one kind. The result of objective existence reflected in human consciousness is aesthetic. Aesthetics is the process of human being's perception of the object of "beauty". It contains the feeling of beauty and the creation of beauty. The aesthetic quality of body is not aesthetic itself, except for the creation of beauty. Artistic creation consists of the establishment of the subject's own beauty.

3.3 Encourage Multi-Culture In Aesthetic Education

Culture is an important product of the development of society and the times. In terms of multi-culture, due to the

constraints of the background of the times and the structure of the ideology, the values of multi-culture and the outlook on life are all grown under the aesthetic education, which will inevitably give hierarchical social thoughts, contrary to modern social values and thinking. Today, society pays attention to aesthetic education. It is a multi-culture after screening, erasing background factors, natural economy, and hierarchical society. If the multi-culture without filtering or innovation is directly used, it will lower the aesthetic education and limit the cultural development. It is impossible to keep the excellent traditional culture and cultural self-confidence together. The formation of cultural self-confidence is the result of the 5,000-year history of the all nations and the result of the moral power embodied in the fine work style of society. The promotion of excellent aesthetic education in multi-culture is one of the means for colleges and universities to cultivate college students' cultural self-confidence, and cannot be regarded as all.

3.4 THE Ways Of Excellent Aesthetic Education In Colleges And Universities From The Perspective Of Multi-Culture

3.4.1 Improve The Direction Of Aesthetic Education

In the national education, excellent aesthetic education plays an indelible role. The excellent aesthetic education in colleges and universities is based on the feelings of home country, social care and self-cultivation, further improving the moral quality of college students and helping college students develop healthy thought personality and political accomplishment. However, due to the influence of higher education tools and rationality education, a few colleges only value the professional knowledge of college students, neglect the development of the comprehensive quality of college students, and demonstrate the value of cultural education. Based on this, colleges and universities should always present the role of traditional culture education, so that the comprehensive quality of college students can be improved and unified Educational instrumentality and value. Its basic and important purpose is to cultivate students' sense of beauty in order to establish the right views of point of values.

3.4.2 Strengthening The Cultivation Of College Students' Cultural Confidence

The report of the 18th National Congress of the Communist Party of China pointed out: building a strong socialist culture and building a culture of the masses of the nation, which is oriented towards modernization, the world, and the future. The outstanding Chinese traditional culture plays a major role in the history of our country.

4. CONCLUSION

In summary, the promotion of aesthetic education must be based on multi-culture. In the process of cultivating cultural self-confidence, colleges and universities must establish a sense of aesthetic view in the multi-culture of our society. With the extension of human culture, multi-culture continues to innovate and prosper in the process of communication, convergence, contact and connection of results. It is the core element to promote the development of human civilization by changing, colliding, arguing, and coupling in various cultural communications to maintain

the status quo of cultural life. From the perspective of history, the excellent multi-culture has a very strong vitality and self-confidence. It can use cultural communication to acquire knowledge from different cultures, so as to enrich and carry forward itself.

Nowadays, various cultural ideas have prevailed in the world. From the perspective of cultural self-confidence, college cultural education should always implement the principle of "openness". If college students face Western culture positively, the first thing to see is that Western culture and Chinese culture are also the gathering of human wisdom, through the principle of openness. Western culture communicates in depth, learns its cultural heritage, and re-examines Chinese culture.

In order to achieve cultural self-confidence, and promote the further development of the aesthetic education of nation, we should use the multi-culture of the nation. At the same time, college students should strengthen their culture be confident and spread good culture and values.

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Application of Intelligent Technology in Intelligent Management of Urban Gas Pipe Network

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Abstract: With the continuous progress of urbanization, gas has become the main energy used in people's life. At present, the gas pipe network is widely distributed underground in the city, and the design and planning of the gas pipe network are more complicated, which brings great difficulty to the daily inspection and maintenance of the gas pipe network. At present, urban construction pays more attention to practicability and safety. Intelligent management of gas pipe network can be realized by using intelligent technology, and problems existing in the operation of gas pipe network can be solved, so as to ensure the safety and reliability of urban gas pipe network. Therefore, this paper will discuss the application of intelligent technology in the intelligent management of urban gas pipe network.

Key Words: Intelligent Technology; Urban Gas Pipe Network; Intelligent Management

1. INTRODUCTION

With the continuous development of social economy and the gradual expansion of urban scale, people's demand for gas is increasing. Intelligent management of gas pipe network through intelligent technology is an important way to ensure the reliability and safety of gas pipe network [1]. In the intelligent management of gas pipe network, advanced intelligent technologies are used to dynamically monitor and manage gas pipe network, and real-time operation data of gas pipe network are mastered. Compared with other management methods, intelligent technology has obvious advantages in many aspects. With its wide application in the management of urban gas pipe network, the application of intelligent technology in the field of electrical engineering has gradually expanded, providing good technical support for it. At the same time, intelligent technology can also fully absorb advanced technology and thinking in the field of electrical engineering, and promote the deep development of intelligent technology. At present, in the intelligent management of city gas official website, the application of various information sensor equipment makes the gas pipe network realize real-time monitoring and tracking, reflecting good value. Therefore, this paper will discuss the application of intelligent technology in the intelligent management of urban gas pipe network.

2. NECESSITY OF INTELLIGENT MANAGEMENT OF URBAN GAS PIPE NETWORK

In the process of urban gas pipe network management, the combined application of various intelligent technologies is conducive to the formation of an intelligent operation

system of gas pipe network [2]. Various data monitoring systems and data analysis systems constitute the current intelligent system of urban gas pipe network, which is inseparable from the use of network technology. At present, the gas pipeline is highly efficient in urban utilization, and the automatic operation is gradually adopted, showing good advantages in environmental protection, space utilization and other aspects. However, a large amount of gas and light oil will be consumed during the operation of the gas pipeline. Once improper treatment is taken, the risk of gas explosion and combustion will be increased, leading to serious consequences. Therefore, when designing and planning the gas pipeline network, we should pay attention to the location of the gas pipeline, reasonably distribute the heat exchange station, standby warehouse and other locations, so as to reduce the occurrence of safety accidents. However, with the continuous increase of the number of urban gas pipe network, a large amount of information data is generated every day, and the staff cannot effectively process the huge information data. In this context, it is particularly important to adopt intelligent management of urban gas pipeline network to ensure that information data can be processed quickly and accurately. Traditional gas pipe network usually adopts the form of paper or archives to store and manage these information data, which not only consumes a lot of manpower and material resources, but also has low management efficiency and unsatisfactory management effect. At the same time, emergencies are often caused by inadequate operation. The intelligent management can effectively make up for the defects of the traditional management methods, and adopt electronic means to store and manage information data, so that the management efficiency is significantly improved and human consumption is reduced. In addition, it can realize all-weather uninterrupted monitoring and management, upload gas pipe network data in real time, reduce the occurrence of gas pipe network emergencies, and ensure the safe and stable operation of urban gas pipe network.

3. APPLICATION OF INTELLIGENT TECHNOLOGY IN URBAN GAS PIPELINE NETWORK

At present, many intelligent technologies have been applied in the management of urban gas pipe network, forming a variety of information systems. Common ones include SCADA (Supervisory Control And Data Acquisition) System And GIS (Geographic Information System) System [3]. Among them, SCADA system, as an automatic system, has the core of computer center and communication technology, and the remote terminal and

sensor are added. Based on this, the production process is controlled and scheduled. The essence of SCADA system is also a real-time monitoring system, which collects various data, monitors and controls the operation of field equipment, and finally realizes comprehensive functions such as data collection, control equipment, measurement equipment, adjusting parameters and system alarm. GIS system, also known as geographic information system, has powerful data processing capability and can realize the management and distribution of a large amount of data. GIS system is based on computer technology, with the help of the computer's super computing power to a variety of huge and complex data for rapid processing. One of the important work of urban gas pipe network is gas network distribution. Compared with traditional gas distribution methods, GIS system is more efficient, more practical and has good operability. Urban gas pipe network system contains rich professional automation knowledge, which is mainly used in the automatic distribution of gas resources, which is conducive to improving the control efficiency of gas transmission equipment.

3.1 Data collection and processing

The data source of gas pipe network information system is complex, and it is easy to be interfered by various factors in the transmission process, so it is necessary to effectively use intelligent technology to ensure the security of a large number of data in the information system database. At present, with the continuous progress of network information technology, data collection technology has also been rapidly developed, which can greatly reduce the risks in the process of on-site data collection and ensure the accuracy and real-time of collected data. At the same time, by providing accurate data, it can also ensure effective communication between managers and staff and promote work coherence. The data collection and processing based on intelligent technology greatly improves the quality of on-site data management and the operation efficiency of gas pipe network.

3.2 Data storage and management

The main purpose of data storage and management is to form a close connection between spatial data and attribute data, so as to ensure that the data can be quickly extracted

and used. The application of data acquisition technology in urban gas pipe network system can realize real-time dynamic data collection and provide effective basis for gas pipe network management personnel to make relevant decisions. In the process of object data collection, the advantages of field data collection technology should be fully reflected, the information transmission way should be improved, and the efficiency of information transmission should be improved. At the same time, the object acquisition model is optimized, and the errors in the drawings are found and improved in time to reflect the drawing function. The field data collection technology adopted in the management of urban gas pipe network can help the field staff to master the status of key parts of the gas pipe network, adjust the work plan and improve the work efficiency.

4. CONCLUSION

In summary, in the current extensive construction process of urban gas pipe network, the effective use of intelligent technology for intelligent management, and the realization of information technology and industry technology communication, which is an important basis to ensure more safe and reliable gas pipe network. In the future, more diversified intelligent technologies are needed in the intelligent management of urban gas pipe network to make the gas energy more environmentally friendly and clean and make the life of urban residents more convenient.

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A Study on College Curriculum and Educational Reform under the development of Online Education

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Abstract: In the background of quality education is deepening, with the development of the information Internet, this technology has been integrated into the education cause has had a profound impact, in addition to changing people's life and work style. At present, many colleges and universities have integrated information technology into the curriculum and teaching reform, and the online education platform set up thereby has caused a great impact on the traditional teaching methods. However, there are still many areas to be improved because of the short time of development and construction, which needs the attention of college educators. This paper first describes the overview of online education, the challenges faced by the development of online education in college curriculum and education reform, and then discusses the optimization path of college curriculum and education reform under the background of online education development, and puts forward personal opinions.

Key Words: Online Education; College Courses; Educational Reform Research

1. INTRODUCTION

On the basis of the continuous promotion of educational reform in colleges and universities around the world, online education, as a new teaching mode, has comprehensively innovated informatization modernization and curriculum reform. The value of online education from practice is very obvious, so it has become the key direction of higher education curriculum reform in China. However, due to the influence of many different factors at home and abroad, the construction and implementation of online education in China are still much discussed, so it must be improved to lay a good foundation for the development of education.

2. ONLINE EDUCATION OVERVIEW

Online education refers to the network as a whole to carry out the teaching mode, he integrates the information Internet, break the time and geographical restrictions. Even if students and teachers are not in the same region or country, they can carry out educational activities. With the help of online courseware, students can study anytime and anywhere, reflecting great convenience. There are many advantages to strengthening education, such as online interaction between teachers and students through information technology, the ability to find more learning resources from online databases, or the use of sharing mechanisms among universities to communicate with each other on courses and materials. At the same time, the

interactive function of the online platform can help students to realize personalized learning. Both the learning process and the educational services to be carried out can be displayed in a timely manner, and the opinions of students can be improved [1].

At present, with the popularization of information network, the development and popularization of big data, cloud system and artificial intelligence technology, online education has a great impact on the classroom teaching of various professional disciplines in colleges and universities. Especially, it has become a new transaction mode to improve the traditional classroom. According to its size online education platform is divided into open online courses and small limited courses these courses, online education from the current scope of practice analysis is relatively successful, the academic circle has now completely put this teaching method. In this case, computer science professors at Stanford University in the United States are co-sponsoring an online education platform that offers open online courses to all teachers. One of the professors is a web developer and proficient in data analysis. Because tomorrow I am not a mobile developer, they will carry out online teaching with their professional education goals. Also some online education platform belongs to the non-profit, he established the purpose is to improve their teaching quality and promote the school internal education level, and online education platform for class, he is 2012 years' construction, the New York times and treated in 2012 as a first year class, since lesson for this education model have in every stage of education in various countries carried out fully. While online education in foreign countries is widespread, China's online education has entered a new journey, with various education platforms competing with each other and showing a picture of a hundred flowers blooming. Like netease in 2012 to build the netease cloud platform, platform plus before public course both online education jointly run, netease and love lessons for China's university for their common construction, characteristics are the interface is very simple and has a clear navigation, very accord with standard of education department of the proposed online education platform, Both teachers and students can get quality service in this area. In addition, it is very convenient to switch between the two websites. As long as you have an account on one of the websites, you can open the relevant website page. When students are involved in learning, it can also correspond to their learning progress. Tencent, baidu and netease's online

education platform on the running mode is different, they are basically tencent and baidu launched online education for 9 years of compulsory education curriculum, but also conforms to our country's education sector standards, which are mainly composed of small class, the classroom teaching of knowledge further added. In particular, Baidu Cloud platform utilizes big data and cloud storage function to launch Baidu Academic, Baidu Library and Baidu Reading, which can provide network technical support for China's education sector. In particular, smart classroom is widely used in primary education. Baidu education products mainly is to classify objects, in order to launch the corresponding product then classification, tencent launched education of products is also divided into classroom and tencent tencent university, etc., the platform to consulting and then launch the education courses, the teaching way is given priority to with micro video micro lessons, and largely serve the colleges and universities. Online education portals do not provide certificates or certificates of employment, so they often advise to users to make money.

3. CHALLENGES FACED BY COLLEGE CURRICULUM AND EDUCATIONAL REFORM IN THE DEVELOPMENT OF ONLINE EDUCATION

3.1 Impact on online education

In the context of China's online education reform, the government and the financial departments of various regions have invested in the construction. Some institutions of higher learning with relatively high basic strength have fully implemented the construction of construction courses and built online learning platforms internally. Some of them draw lessons from MOOC courses of foreign countries. Some universities use interactive platforms such as QQ and wechat in combination with new computer technology to carry out teaching. Teachers and research teams in schools have advanced theories and skills, so the construction of digital courses in most universities is considerable. In addition, many schools still lack MOOC, mainly because of China's education is affected by the traditional teaching idea is deep, the majority of teachers in teaching pays too much attention to the full practice, on the teaching management system is imperfect, shortcomings of the traditional education has restricted the curriculum and the innovation and improvement of the teaching material, but has not been a good improvement.

3.2 The influence of university management, teaching quality and evaluation

In many colleges and universities, students' evaluation is based on their academic performance and simple ordinary performance. Although the evaluation can reflect students' learning effect, it will also bring pressure to many college students in the long run. After the implementation of online courses, big data technology has been popularized in education, which can collect all the students' information widely and then provide it to the specialized evaluation department of the school. Based on data, it can not only help the school to carry out teaching management, but also put it on the evaluation, which has a strong data basis. In addition, students in the learning process they pay

attention to in the Internet information technology, online learning can obtain more knowledge, to further improve the quality of teaching, the school can also be on a lot of market information for teachers' teaching and students learning the advantages and disadvantages on the comprehensive analysis, and then targeted reforms, so as to further improve the education level of universities.

3.3 The impact of online courses on teaching methods

In the online course, the main body is still the student, the teacher is the support staff, and the whole is computer information technology. Based on the great changes have taken place in student's study way, because in the online course teachers rely on preparing information on the Internet, and then improve the teaching mode, most of them will have the computer information operation ability, know how to improve the students' interest in learning and integration of teaching resources, the analysis of the actual study situation and the development needs of college students to carry out the education guidance. From the perspective of students' learning methods, these courses put forward higher requirements for information and thought. When college students study in the network environment, they can obtain more knowledge they need, and teachers can also give guidance and build a scientific and reasonable teaching environment through communication activities [2].

4. OPTIMIZATION PATH OF COLLEGE CURRICULUM AND EDUCATIONAL REFORM UNDER THE BACKGROUND OF ONLINE EDUCATION DEVELOPMENT

In order to further reflect the effect of college curriculum and teaching reform in the process of online education, schools must start with reform and innovation from the two aspects of teaching management and teachers.

4.1 Teaching Management

From the analysis of curriculum reform and teaching management, most universities should realize specialized unit management and construct scientific and reasonable curriculum structure in the course of curriculum reform. In teaching, only personalized teaching can synchronize students' learning and educational activities, which should be supported by the school. By reflecting the function of teaching service, we can learn from the typical cases of other universities to improve online education and management, so that students can get good learning and development again. Implement the escrow mode, promote the teaching reform and curriculum development and construction through computer information technology, integrate some excellent courses into the official website of the school, so that all teachers can browse from it, with the help of which they can improve the scope of classroom teaching. The evaluation mechanism should be innovative. It should pay attention to students' daily performance and assessment results. Through the online Internet information system, all the information of students can be analyzed to find out the advantages and disadvantages, so as to provide theoretical reference for teachers' curriculum and educational reform.

From the analysis on evaluation mechanism and the teaching ability, after continuous reform and innovation,

now online evaluation system for university curriculum and teaching reform provides a strong support, for example to encourage teachers courses in digital, help from policy, funds and resources, the electric joint teachers curriculum development and modification, the results of scientific research published on the Internet, Let all the students and teachers to participate in the discussion, interaction or suggestions, so as to reflect the problems in the curriculum reform. Some advanced and characteristic courses should be introduced, and teachers should make use of Internet information technology to carry out teaching activities and actively seek for education, teaching and management modes that are in line with the learning of students in our school [3].

From the perspective of the construction of teaching platform, universities can combine the construction platform and make good use of information technology, such as the construction of websites or APP terminals belonging to schools, which is an effective premise for online education. When building online education platform, we must pay attention to the integration, so that online education can be used in teaching or curriculum and teaching research and reform. Adhering to openness and compatibility, we apply online teaching to school management, actively integrate the policies and reform directions introduced in the national education platform, and scientifically utilize some advanced and high-quality open education reform resources. In addition, individuality and unity should be realized in management. Teachers should carry out scientific management on the basis of their own teaching mode, and upload this mode to the sharing platform when it is found to be successful as efficient curriculum resources. In addition, curriculum and educational reform should be integrated with teaching, which can not only improve the quality and efficiency of teaching, but also promote the substantive effect of educational administration.

From the direction of the curriculum resources development and improve the quality of teaching, universities must be the most appropriate opportunity into the course, build a digital teaching resources, online education training of teachers, and encourage innovation characteristics of teaching resources, the university teachers gave the rest of the course to effective integration, form a dynamic teaching resources and teaching mode. Introduce students more Suggestions, it is best to communicate with other colleges and universities to cooperate to share experience and education resources, to integrate the scattered teaching resources together to form database, to strengthen the construction of campus culture, to the concept of form as the content of the education to the students' learning, cultivate the correct life values. From the course of the quality of construction and improve the teaching quality of analysis, colleges and universities must in the construction of appropriate digital teaching resources to strengthen the construction of teachers and training, pay more attention to students' learning and development mode, constructing university-enterprise cooperation education mode, it didn't make a connection to let the students in this school and the society

space which is able to scientific development.

4.2 Teacher Level

The first is to reform the teaching concept, which is the basic requirement for teachers in the construction of teaching adaptability. Therefore, teachers in colleges and universities must timely update their own educational concepts, respect students' dominant position in the classroom and their individual differences, and always take them as the center to improve teaching content and innovate new teaching modes, so as to lay a good foundation for online education in colleges and universities.

The second is to broaden students' horizons and promote their continuous study. In order to ensure the education in the school can reach ideal level, college teachers must enrich knowledge reserves and improve the core accomplishment, can actively introduce some advanced education idea and technology, pay attention to the intersection of subject characteristics, through the computer information to implement online education to reform dynamics, to help students improve the classroom interest and novelty, So as to achieve the effect of continuous learning.

The third is to cultivate students' innovation momentum through information technology. Teachers should integrate information technology in teaching in a reasonable way, so that students have the opportunity to participate in practical operation learning, so that it can further integrate with information technology effectively and give full play to the value of online education [4].

The fourth is to design a digital course, from the online education under the trend of the development of colleges and universities teachers not only are they need to conduct the thorough research to the curriculum and teaching reform, also must use the Internet on students' learning mode innovation, play to the true value of online education, promote students' autonomous learning, combination of other colleges and universities and enterprises jointly build practice base, Optimize the digital teaching process. Fifth, improve the teaching ability of teachers. Efficient courses and materials in online education must be supported by a strong team of teachers. In daily teaching, we should be good at finding problems and then carrying out reflection and scientific research, so as to lay a good foundation for the reform and innovation of online education.

5.CONCLUSION

To sum up, it has been an inevitable trend of China's education reform to carry out online education from the curriculum and teaching of colleges and universities, and it is necessary to pay attention to it. In combination with the current actual teaching situation of colleges and universities and the learning and development needs of college students, high-quality talents can be cultivated for the society and the country.

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Translation Of Changde Red Tourism Publicity

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Abstract: Red tourism resources are the window for foreign audiences to understand red culture. Changde is rich in red tourism resources. This paper studies the publicity translation strategy of Changde red tourism from the perspective of communication, pays attention to all links and elements in cross-cultural communication, comprehensively analyzes various factors hindering publicity translation and communication, and puts forward targeted publicity translation suggestions to promote the sustainable development of Changde red tourism.

Key Words: Changde; Red Tourism; Heralded The Translation

1. INTRODUCTION

Red tourism is the integration and crystallization of red revolutionary spirit and modern tourism. The introduction of red tourist attractions can truly restore the revolutionary history and reflect the red cultural spirit of the Chinese nation in many dimensions. With the rapid economic development, more and more overseas tourists go to China to experience foreign customs. Therefore, the publicity materials of red tourist attractions are a window for foreign audiences to understand red culture. The study of their translation, introduction and dissemination is of great significance, which can not only promote the development of local tourism, but also promote the dissemination of local characteristic culture.

Changde is rich in red tourism resources, with a large number of material and cultural resources such as ruins and relics, such as Changde battle, battle sites and relics, former residence of revolutionary ancestors, revolutionary historical archives and other material carriers, including the famous former residence of Lin Boqu, Shuai Mengqi Memorial, revolutionary life Museum of Shimen County, Hefu Anti Japanese War Cultural Park, etc. Through pieces of revolutionary literature and photos, it shows the process of reading, determination and self-cultivation of revolutionary ancestors, and depicts their courage to pursue truth and realize great ideals in their glorious life” The magnificent and glorious life of these proletarian revolutionaries will always inspire future generations to inherit the tradition, never forget their original heart, remember their mission and strive to be the vanguard of the times.

However, at present, the research on the foreign publicity translation theory and translation practice of Changde red tourist attractions has not attracted much attention. Most red tourist attractions are not equipped with corresponding translations or foreign language introductions, and only individual titles are translated into English. The website of red tourist attractions has not opened up foreign language links, and the introduction and map of the scenic spots are also mainly in Chinese. In order to promote the city's red

culture to better "go global" and improve the image and level of Changde red tourist attractions, high-quality publicity translation is essential.

2. THE SIGNIFICANCE AND NECESSITY OF THE STUDY ON THE TRANSLATION OF RED TOURISM PUBLICITY IN CHANGDE

2.1 The need to inherit local Red Culture

The research on the publicity translation of Changde red tourism is an innovative practical research on the protection of Changde red culture. It enriches the functional forms of the translation of red tourism resources, enhances its vitality and attraction, promotes the innovation and development of red culture theory as a whole, and plays a role in cultural inheritance and cultural rejuvenation. Help us constantly summarize translation ideas and translation strategies, guide us to pay more attention to the communication effect in translation practice, so as to speed up the external communication process of Changde red culture, promote more talents to participate in external publicity and spread Hunan revolutionary spirit, and promote Changde red culture.

2.2The need to enhance Changde's international influence Publicity translation shoulders the important historical mission of "shaping the image of contemporary China and improving China's international discourse power". As an important part of red culture, the publicity materials of local red tourist attractions play a positive role in spreading Chinese image and culture. They are the window for foreign audiences to understand local red culture. The research on the publicity translation of Changde red tourism expands the spread of Changde red culture overseas, enables overseas audiences to understand and feel the Changde red spirit contained in it, shows the charm of contemporary Chinese values and Chinese culture, and improves Changde's influence abroad.

2.3The need to drive the economic development of Changde

It broadens the translation content for the publicity translation of Changde red tourist attractions, speeds up the overall development of our city's red tourism, meets the needs of the development of our city's foreign-related tourism industry, and enables foreign tourists to truly experience the lofty spirit of the Chinese nation's hard struggle and fearing difficulties in the pursuit of a better life, so as to promote the construction of Changde's famous cultural city and tourism and drive the economic development of Changde.

3. ANALYSIS OF OBSTACLES IN THE PROCESS OF RED TOURISM PUBLICITY TRANSLATION

Publicity translation is a cross-cultural and cross lingual information dissemination or communication activity. Its essence is a process of information dissemination. The study of red tourism publicity translation from the

perspective of communication pays attention not only to the "equivalence" of text translation, but also to the transmission strategy in the translation process and the acceptance of information by the target audience. The problem of improving communication efficiency and increasing information acceptance finally comes down to eliminating the reading barriers and misunderstandings of the target audience, that is, "noise reduction". In order to solve the problem of information communication in cross language and cross-cultural context, its core task is to eliminate the "noise" in information communication.

In the translation of red tourism publicity in Changde, "noise" is classified as follows from the two aspects of "equivalence" of text translation and external dissemination of information:

3.1 Cultural difference "noise": due to the distinctive culture with Chinese characteristics of red tourism and the differences with other countries' social systems, national cultures and ideologies.

Because red tourism has distinct culture with Chinese characteristics, coupled with the differences with other countries' social systems, national culture and ideology. A nation has formed its own culture, values, customs and ways of thinking in its long-term social life and social practice. The difference of culture leads to the difference of tourism culture between the East and the West. The comparative study of cultural differences between the East and the West will help translators better grasp the cultural factors of China and the target language countries when translating the information related to world cultural heritage, and produce the translation products that meet the audience of the target language countries as much as possible.

3.2 Language difference "noise": differences in word collocation, sentence structure and writing style.

In the process of communication, Chinese people pay attention to the expression of internal meaning, not grammar and sentence structure. Western languages focus on practicality, so the languages of western countries have very strict grammatical rules and the habit of using fixed collocations. Chinese people like to use four character idioms superimposed, using the combination of virtual and real techniques to maximize rendering; The West adheres to rigorous grammar, uses simple words, smooth and complete sentences, and uses long sentences to ensure the integrity of information expression.

3.3 Unique "noise": strong narrative, many political elements, rich cultural connotation and strong local characteristics.

The publicity materials of local red tourist attractions are the combination of regional culture and red culture. The Chinese proletarian revolutionary struggle in Changde must be branded with Changde region and have local cultural characteristics. Most of the red tourism texts have strong narrative and many political elements. They mainly describe the growth experience of revolutionary figures and record the revolutionary history. The language is simple, narrative and informative. The translation of publicity should not only reflect the color of consciousness and image, but also respect the original text

and faithfully convey the meaning and content.

3.4 Spread "noise": the "noise" generated by domestic and foreign media and public opinion.

The advantages of domestic media are not brought into full play, and the communication channel is single; Some foreign media denied hiding history and distorted reports. In addition, due to its political nature and seriousness, some public opinion call red tourism "public expense tourism", "Party member tourism", "preaching tourism" and "nostalgic tourism", which is boring and unattractive.

4. CHANGDE RED TOURISM PUBLICITY TRANSLATION STRATEGY

4.1 Focus on the target audience, expand the "fusion of Horizons" between the translator and the audience, and pay attention to the transmission and interpretation of bilingual cultural connotation.

Most foreign tourists are not very familiar with the origin and development of Chinese revolutionary history. There may be misunderstandings due to different regimes. The contents of the publicity texts of Changde red tourist attractions are diverse. In the publicity translation, we should always remember the publicity function of the translation to Changde red culture. When necessary, we should give full play to the subjective initiative, deal with the text flexibly, and adopt different translation methods according to the needs of expression. Translate and introduce historical events in a concise and understandable language. Try to use less transliteration translation methods for proper nouns and more free translation or transliteration with notes. When translating the sentences and key and difficult sentences of red tourism culture, add the vacant red culture, omit the lengthy modification, change the parts of speech emphasizing the characteristics, adjust the word order, highlight the key points and reconstruct the sentences, so as to truly convey the red cultural connotation carried by the original text, so that foreign audiences can have the same reading experience as Chinese readers when reading the translation, Have emotional resonance and recognition, and realize the Chinese people's love for peace, firm faith, dare to sacrifice and indomitable spirit.

4.2 Gather multiple intelligences and cooperate with colleges and universities in the city to cultivate regional and targeted publicity translation talents.

The publicity materials of Changde red tourist attractions have distinctive regional characteristics. College teachers and students have a more in-depth understanding of Changde culture, which makes it easier to grasp the national spirit and cultural connotation hidden behind the cultural symbols. Therefore, we should actively carry out industry university research cooperation, realize the localization development of translation in Changde universities, cultivate high-level translators with regional characteristics, and promote translation to serve the economic development of Changde.

4.3 Broaden the translation content, give play to the advantages of multiple media, and translate and introduce Changde red tourism through multiple channels.

Use the Internet to integrate relevant resources, build a

special foreign language website for Changde red tourist attractions, and provide links to relevant red literary and artistic products, such as some red records, red films and red books with translated texts. Secondly, we should make full use of the media channels to promote the speed and breadth of communication through personal micro-blog and micro signal official account. At the same time, cooperate with colleges and universities in the province to make the red culture "go out" on China's land. Organize foreign students to visit the red scenic spots. After the visit, interview the foreign students, timely feed back the effect of Changde red culture translation and communication, find the cultural balance from the perspective of acceptable audience, and improve the strategies of Changde red culture translation and external communication in continuous thinking and summary.

5. CONCLUSION

The research on the translation of Changde red tourism publicity is an innovative practical research on the protection of Changde red culture. It has the function of cultural inheritance and cultural rejuvenation, brilliantly transmits the charm of Chinese revolutionary spirit and revolutionary tradition to the world, and publicizes and carries forward the local red culture. Through the translation of red tourism publicity, more overseas audiences can objectively treat the history of Chinese revolution, display the good image of the country and Changde, convey Changde culture, let the world know Changde, boost the construction of a famous cultural city and the development of tourism in Changde, and drive the economic development of Changde.

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On the Innovation of Enterprise Economic Management Under the New Situation

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Abstract: With the enhancement of China's economic strength, there are more and more enterprises, enterprises want to occupy the advantage in the market competition, enhance their overall strength, it must keep pace with The Times for innovation. Economic management is a key part of an enterprise. To promote enterprise innovation, it is necessary to do a good job in economic management innovation. This paper briefly introduces the role of enterprise economic management under the new situation, analyzes the deficiencies of enterprise economic management, and puts forward innovative measures for economic management, hoping to improve the level of enterprise economic management and provide support for the long-term development of enterprises.

Key Words: New Situation; Enterprise; Economic Management; Innovation

1. INTRODUCTION

With the improvement of economic level and the progress of the society, the number and scale of the enterprise are improved, the need for the work also appeared some change, if you still choose to use the traditional way to engage in economic management, is likely to get in the way to the development of enterprises, in order to improve the modern management level, enhance enterprise economic strength, We must increase our efforts to innovate the economic management of enterprises.

2. THE ROLE OF ENTERPRISE ECONOMIC MANAGEMENT UNDER THE NEW SITUATION

Enterprise economic management is a very key content of enterprise management, which can determine the development of the enterprise to a certain extent. It mainly refers to the management of enterprise production, which can improve the economic benefits of enterprises. Therefore, in the new situation, we must pay attention to the development of enterprise economic management, and increase efforts to innovate. First, innovation in the economic management mode of enterprises can achieve more economic benefits, reduce the cost input, improve the utilization rate of capital, and create more economic benefits for enterprises [1]. Second, the innovation of enterprise economic management can control the flow of enterprise funds within a certain range, improve the enterprise self-control ability, and provide guarantee for the subsequent development of the enterprise. Third, the enterprise economic management mode can also help enterprises understand the deficiencies in their own human resource management process, make timely adjustments, and improve the utilization rate of human resources. Therefore, we must pay attention to the innovation of economic management mode under the new

situation.

3. DEFICIENCIES OF ENTERPRISE ECONOMIC MANAGEMENT UNDER THE NEW SITUATION

3.1 Economic management thinking is not updated

At present, most enterprises still choose to apply traditional management thinking, which is not conducive to the sustainable development of enterprises. In addition, the management of some enterprises do not have crisis thinking, do not recognize the importance of innovation in management thinking, and do not analyze the future development trend of enterprises from a long-term perspective, which seriously hinder the follow-up work of enterprises.

3.2 The internal control management is not appropriate

In the process of development, most enterprises have problems such as disorganized economic management organization, less communication between management and employees, and lack of unity, which leads to many problems in the production process of enterprises [2]. In addition, in the management work, the professional level of the management staff is different, most of the management staff is not enough to manage the work, to solve the problems in the process of work, which seriously hinders the subsequent development of the enterprise. In addition, although some enterprises have carried out innovation in economic management mode, the innovation is merely a form and has not been implemented. This is mainly because most enterprises regard financial management as the focus of cost control, and cannot control every link of economic management, which hinders the subsequent development of enterprises. Therefore, in order to promote the long-term and stable development of enterprises, it is necessary to improve the enterprise management and control ability.

3.3 Lack of perfect economic management system

First, there is a certain difference between the management system currently used by the enterprise and the actual development needs of the enterprise. The management system used is relatively advanced, and the relevant personnel of the enterprise do not have enough ability to apply it, which makes it difficult to solve the deficiencies in the development process of the enterprise. The management system used is relatively backward, unable to meet the development needs of enterprises in the new era, which is not conducive to the economic development of enterprises. Second, the management staff of the enterprise do not pay attention to the development of supervision and management work when carrying out work, resulting in the enterprise economic management resources have not been maximized, reducing the economic benefits of the enterprise. Third, the economic

management system used by enterprises is relatively backward, and it is difficult to solve the problems in the process of development of enterprises. Fourthly, the enterprise has not implemented the economic management system, which leads to the random work of personnel and many management problems, which is not conducive to the stable operation of the enterprise and reduces the economic benefits of the enterprise [3].

Therefore, in order to make enterprises gain more economic benefits, it is necessary to timely innovate the economic management mode and create a suitable internal environment.

4. INNOVATIVE MEASURES OF ENTERPRISE ECONOMIC MANAGEMENT UNDER THE NEW SITUATION

Economic management plays a very key role in the process of enterprise development. Therefore, relevant personnel must pay attention to the innovation of enterprise economic management under the new situation. They can start their work from the following points:

4.1 Update economic management thinking

Compared with the economic management concept under the traditional mode, the advantages of the new economic management thinking are obvious. To this end, enterprises must strengthen the publicity of economic management thinking, to ensure that staff can analyze problems from a long-term perspective, enhance the overall strength of enterprises, and provide support for the sustainable development of enterprises. In addition, in order to maximize the advantages of economic management in the process of enterprise development, enterprises must build a perfect management system and create an atmosphere suitable for innovation. Only in this way can they promote the sustainable development of enterprises under the guidance of economic management thinking.

4.2 Improve the level of enterprise internal management and control

Under the new situation, enterprises must do a good job of internal financial management and control, to carry out the supervision of economic activities. First, the enterprise should supplement the financial management system, and carry out financial management under the guidance of this system, and improve the economic management ability of the enterprise. In addition, considering the further development trend of the market, with the help of budget, supervision and control, the internal resources of the enterprise are scientifically utilized. Second, we should innovate the internal management control work and build

a sound supervision system. It should be noted that the external environment of enterprises in the development process is not invariable, and enterprises need to actively carry out innovation to improve their ability to deal with emergencies [4].

4.3 Innovate the enterprise economic management system
Want to scientific and reasonable application of enterprise internal resources, improve the level of economic management. It is necessary to innovate the enterprise economic management system to provide support for the long-term development of enterprises. In this process, relevant personnel should supervise every link of economic management, understand the deficiencies and make targeted improvements. In addition, enterprises should also develop appropriate prevention plans to reduce the adverse effects brought by emergencies, create more economic benefits for enterprises and enhance their social influence.

5. CONCLUSION

According to the above analysis, economic management in the new situation is inevitable for the development of The Times and can provide support for the further development of the economy in the new era. Therefore, relevant personnel must start from the reality, clear the deficiencies in the process of enterprise economic management, targeted to improve it, promote the smooth development of enterprise economic management innovation, so as to enhance the overall strength of the enterprise and provide support for the sustainable development of the enterprise.

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A Study on Teaching Satisfaction of Preschool Education Majors in Higher Vocational Colleges

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Abstract: This study selects teachers and students of preschool education major of four higher vocational colleges in four cities as the subjects to investigate the actual situation of curriculum and instructing. Based on the results and analysis, it tries to improve the talent cultivation mode of preschool education major to keep pace with the needs of society, and more important, to accelerate the development of national preschool education undertakings.

Key words: Higher Vocational Colleges; Preschool Education Major; Talent Cultivation Mode

1. RESEARCH PURPOSES

As the carrier of educational idea and the practitioner of educational reform, the quality of kindergarten teachers determines the development of preschool education undertakings. This study aims to improve the teaching status of preschool education in higher vocational colleges, so as to cultivate the qualified kindergarten teachers with the ever-increasing demand of the development of society.

2. RESEARCH METHODS

In this study, a cluster sampling method was used to survey and interview the preschool education majors in four higher vocational colleges in Zhengzhou, Kaifeng, Anyang and Luohe to investigate the students' satisfaction of teaching situation.

Table 1 The Composition of the Subject

Item	Category	Percentage	Number
Gender	Female	98.32%	1641
	Male	1.68%	28
Grade	One	69.14%	1154
	Two	27.57%	460
	Three	3.29%	55
Region	Zhengzhou	18.09%	302
	Kaifeng	52.07%	869
	Anyang	24.51%	409
	Luohe	5.33%	89

This study refers to the "Questionnaire on the Teaching Situation of Preschool Education Major in Higher Vocational Colleges", which was compiled by Fu Mingyu in 2013. After revision, there are 27 items in the questionnaire. And the internal consistency coefficient is 0.8957, the half-fold coefficient is 0.8424, and the fit indexes are fine. The reliability and validity has met the requirements of psychometrics. Combining with the interview outline, this study gives in-depth interviews to the students and teachers of preschool education major, so as to provide theoretical and practical support for the construction of talent cultivation mode.

3. RESULTS AND ANALYSIS

3.1 The Situation of Student Satisfaction in Professional ACADEMIC PUBLISHING HOUSE

Teaching

According to the statistics of survey, students have a high evaluation of the overall professional courses and teaching, with 20.97% of students who are "very satisfied" and 69.5% are "basically satisfied"; the teaching effect of instructor is also evaluated highly. Nearly 60% of students consider that the teachers' instructing is clear, vivid and interesting.

3.2 The Status of Student Satisfaction in Various Dimensions of Professional Teaching

3.2.1. Professional Recognition

Through the statistics of surveys, we can see some reasons of why students choose preschool education major, "I like it (42.9%)". But when they are asked to answer their expectations of changing major and future career, more than 70% expect to change majors unexpectedly, and nearly half of them expect to choose the job unrelated to their major.

3.2.2. Positioning of Training and Goals

The investigation and analysis shows that, nearly 90% of students have a clear understanding of preschool education major and the future career orientation. Because teachers have done a lot of job on profession guide. They also make brief plan of students' careers, and shows the professional ideas and abilities to students. There is a multiple-choice question item. Among 7 options, the top three are "have a correct view of teachers and education", "understand the characteristics of children and their learning", and "have a correct view of children". Obviously, students can master the core of curriculum and teaching content in this major.

3.2.3. Curriculum System

Students have given considerable affirmation to the major training curriculum system, the practicality of the curriculum content and the order of the curriculums. However, there are some criticisms about the capacity of the course, which is related to the teaching practice of this major. The three major curriculum modules of the talent cultivation mode are theory courses, art skills courses and professional practice courses. As the students said, "We have to attend too many lessons every day. Vocal music, dancing, and painting all need to be learned, and there is also 'Preschool Psychology' that I don't understand..." In addition to professional courses, there are many general courses. Therefore, 30 lessons per week are very common.

3.2.4. Courses Choose

"Collaboration between study and career" requires that the course instructing must relate to industry, the teaching process must relate to the work process, and the curriculum standards must relate to career requirements.

Finally, the education and teaching will be fully consistent with the demand of the market and society. Therefore, teachers should understand that instructing is not just teaching the “textbooks”, on the contrary, is teaching with “textbooks”; teachers can reedit the teaching outline according to the needs of the future career.

Teacher 1: *“During our lesson, I have been telling students that our country is currently inclined to preschool education. For example, I took the surge in recruitment examination plans as an example. The purpose is to encourage students to fall in love with their major...”*

Teacher 2: *“It's not just telling students, it's also telling myself to improve instructing skills. Doing some educational research is not only for the promotion my course teaching, also can improve the combination of theory and society...”*

3.2.5. Teaching Methods and Means

Students are satisfied with teaching methods and modern teaching technology through investigation and analysis. However, in the online and offline blended instruction, some students consider that the real teaching should be face-to-face. Teachers also have some complaints.

Teacher 1: *“The modern teaching technology can bring the convenience for teaching, but we need concern about the diversity of students group. As we all know, different students may have their colorful habits of studying. We cannot say that online teaching fits all of students.”*

Teacher 2: *“I once chatted with students about the advantages and disadvantages of online teaching. Students reported that many teachers may cast instructing video or PPT as online teaching. However, I always feel that artificial intelligence cannot replace the face-to-face teaching. How can a cold mobile phone replace the teacher's affection and the deep love to students?”*

Teacher 3: *“For online and offline blended instruction, many teachers report that they can only temporarily increase the students attention in the classroom. For example, we will use shaking to choose answerer and initiate a topic discussion etc., but they are meaningless in the long run to improve the concentration of students.”*

3.2.6. Teaching Organization

Most of students are satisfied with the teaching organization and able to follow instructing process. However, in the interview, students mentioned that *“the teacher can adopt different methods, such as group study, task introduction, case analysis and practical exercises”*, which can attract students' interest, especially in the professional theory courses.

4. DISCUSSION

4.1 Low Professional Cognition

Social status and salary has become a hot point for students. Nowadays, preschool education is highly-valued. On the contrary, the welfare treatment of kindergarten teachers has not been improved obviously. To promote the professional identity of students of preschool education major and the professional identity of kindergarten teachers, we have to start from the system.

4.2 Simple Teaching Method

Through the analysis of the investigation results, the cause of the poor teaching effect is *“the way of teaching and learning is too simple”*. Students reported that most of teachers adopted common teaching methods, such as case analysis, practical analysis, self-report. But students are looking forward more creative ways of teaching.

Student 1: *“Students' learning initiative sometimes depends on the classroom atmosphere and style of the teacher. I think it's easier for students to start with what they're interested in...”*

Student 2: *“In class, teacher had better prepare some visualization teaching method. It can raise the student's interest, then teachers can set some group work, lets us complete some interesting study tasks through the team strength...”*

4.3 Low Level of Teacher Specialization

More and more vocational colleges are applying for the preschool education major. It causes that many nonqualified faculties cultivate defective outputs. The current situation is that the teachers of theoretical courses can only read the textbook, because they are not familiar with the experience of kindergarten teachers. The teachers of art skill courses have been constructing the course system and choosing the teaching contents with the major of singing and dancing, and do not understand that the so-called “dancing” is not art professional, but should be based on children learning. However, practice course is the most difficult, some vocational colleges directly hire teachers with working experience in kindergarten, and some vocational colleges send teachers to kindergartens to improve their practice teaching skills.

4.4 Low Students' Subjective Initiative

In recent years, the enrollment of preschool education shows a scene of prosperity. The students' subjective initiative is much lower as the result of an increasing number of low-sat-score-students. The poor quality of students, the lack of learning motivation and the low basic learning ability result in the teacher's powerlessness.

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Research On Aesthetic Education in The Education of International Students in Colleges and Universities

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Abstract: Aesthetic education is to help students establish a perfect personality and promoting the all-round development of the important means of foreign students education belongs to an important content of university's education work, under the background of quality education is necessary to strengthen aesthetic education to international students, the aesthetic temperament and interest, to improve the students ability to promote emotional development, cultivate students with free personality, modern consciousness, and promoting the dissemination of Chinese culture is of great significance. Therefore, this paper will discuss the aesthetic education in the education of international students in colleges and universities.

Key Words: Universities; International Student Education; Aesthetic Education

1. INTRODUCTION

In recent years, with the improvement of China's comprehensive strength and the acceleration of globalization process, more and more foreign students choose to study in China. How to do a good job in the education of foreign students has been the focus of university educators. Aesthetic education is also aesthetic education, which mainly refers to the educators' influence of beauty on the objects to be educated by means of language, scene, behavior and other ways, so as to help them to generate psychological identity and sexual resonance [1]. However, at present, many universities in China pay more attention to professional teaching in the education of foreign students. Aesthetic education, as an important way to achieve the goal of quality education, should be the focus of the education of foreign students. Therefore, in the process of international students' education, colleges and universities need to integrate aesthetic education into the links such as knowledge transmission, ability cultivation and practical activities, establish aesthetic education concepts, implement aesthetic education, and train international students to be individuals with perfect personality. Therefore, this paper will discuss the aesthetic education in the education of international students in colleges and universities.

2.. THE IMPORTANCE OF AESTHETIC EDUCATION FOR INTERNATIONAL STUDENTS IN COLLEGES AND UNIVERSITIES

2.1 Ways to practice aesthetic education for international students in universities

Various aesthetic activities in colleges and universities are an effective way to implement aesthetic education.

Combined with the actual situation of colleges and universities, actively carrying out diversified artistic and literary activities can not only enrich students' extracurricular activities, promote their physical and mental health development, but also improve the comprehensive aesthetic literacy of international students. At the same time, the essence of Chinese language teaching in colleges and universities is also the process of aesthetic education, which puts forward higher requirements for professional teachers' teaching ability and aesthetic quality. It is necessary to integrate aesthetic education into teaching content and appropriately add aesthetic education content, so as to achieve the goal of aesthetic education for international students in colleges and universities. The practical ways of aesthetic education for international students in colleges and universities can be summarized in the following aspects.

2.2 Vigorously carry out various forms of aesthetic education activities

Beauty exists in every aspect of People's Daily life, beauty in various forms, need to have a pair of good at finding eyes. Aesthetic education, as a kind of emotional education, cultivates and influences the soul of the object to be educated through concrete images, so as to make them feel cheerful, carefree and comfortable [2]. Aesthetic education is to use a variety of beautiful things to stimulate the emotions contained in people's hearts, so that people can feel empathy, so as to make aesthetic judgment and evaluation of objective things. When conducting aesthetic education for international students, colleges and universities need to make good use of various practical activities, develop innovative forms of aesthetic education activities, increase attractiveness, guide international students to participate in aesthetic education activities, and enrich their spiritual and cultural life. Through aesthetic education activities to edify students experience beauty exists, promote students aesthetic ability, in the osmosis aesthetic creativity, enhance lifted their sentiment, spiritual purification, promote students pursue more perfect life, for life is full of love and confidence, sets up the planning goal in life, Make oneself become a person with noble character and unique personality charm.

2.3 To further improve teachers' aesthetic literacy
University teachers are responsible for the aesthetic education of foreign students, which can also be called the cornerstone of education. Therefore, teachers' personal aesthetic accomplishment greatly affects the quality of aesthetic education [3]. Colleges and universities need to improve teachers' personal aesthetic accomplishment and

make them have good aesthetic ability, which is the key to implement the aesthetic education for international students. First, to enhance teachers' awareness of aesthetic education, aesthetic education work with enough recognition and attention. If the teachers simply complete the education work and do not pay attention to the aesthetic inspiration of international students, and carry out pure knowledge indoctrination in the classroom, the international students will not be able to appreciate the value of beauty, the interest in learning will decline, the enthusiasm for learning will be insufficient, and the quality of learning will be affected in the end. On the contrary, teachers can actively participate in aesthetic teaching activities only when they have high aesthetic quality, regard themselves as good models of aesthetics, maintain a teaching style that is strictly prohibited from meticulousness, and are loved by international students. At the same time, teachers should use beautiful language as much as possible in the teaching process, write neatly on the blackboard, form teaching art with personal characteristics, create an aesthetic classroom atmosphere for international students, stimulate their learning initiative, and achieve teaching goals. Second, teachers should understand the basic knowledge of aesthetic education. No matter what kind of subject, the factors of beauty are contained in it. Therefore, teachers need to dig deep into the factors of beauty in the subject and actively explore the deeper level of beauty. Based on the characteristics of this subject, aesthetic education should be reasonably integrated into the teaching process to increase the aesthetic feeling of the teaching content. In this way, foreign students can not only learn professional knowledge in the classroom, but also be infected with beauty and gradually improve their aesthetic literacy. At the same time, when teachers carry out aesthetic education, they should take emotion as the entry point and use a variety of beautiful things to stimulate the emotions of international students, so that they can really feel the emotions, identify with them from the emotional level and maintain a pleasant psychological state.

2.4 Strengthen the teaching of literature and art factors

Aesthetic education is inseparable from art education, which is also one of the important means to complete aesthetic education activities. Compared with other educational methods, art education can have a real impact on personal emotions. On the one hand, art enriches people's spiritual life; on the other hand, it can also infect people's heart through concrete, vivid and visible images, so that people can experience, evaluate and appreciate beautiful things, make people more easily accept beautiful things, and finally achieve the role of cultivating sentiment. Therefore, in the aesthetic education of international students, it is necessary to change the teaching methods and carry out the teaching of art factors

to promote the aesthetic quality of international students. In the teaching process, universities can integrate Chinese classical literature and art content into the teaching content, gradually form a good aesthetic atmosphere, for international students to establish an aesthetic appreciation environment. Colleges and universities, for example, can be an introduction to literature, the ancient history of literature ", "Chinese modern literature" into the range of elective courses, and increase the following art classes, such as "Chinese painting", "masterpiece appreciation", "Chinese traditional opera" and so on, through all kinds of art classes provide aesthetic creates opportunities for students, develop students aesthetic vision, cultivate students art sentiment. In addition, universities can also vigorously study the theories related to aesthetic education, establish a professional team of teachers for aesthetic education, increase the investment in aesthetic education activities, and promote the sustainable development of international students' aesthetic education.

3.CONCLUSION

To sum up, the essence of aesthetic education is also aesthetic education and emotional education. Aesthetic education is a difficult and complicated work that needs to be carried out for a long time, but it also contains unique charm. Aesthetic education can improve students' aesthetic ability, aesthetic sentiment and aesthetic interest, improve students' personality quality, form a sound personality, and realize students' comprehensive personality development. Colleges and universities should pay enough attention to it, further strengthen the aesthetic education of international students in colleges and universities, actively explore more ways to realize aesthetic education, and provide more development space for the education and foreign exchange of international students in colleges and universities.

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On The Diversity and Innovation of Ideological and Political Teaching

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Abstract: Ideological and political course teaching has always been the main way for college students to carry out ideological and political education. With the change of the international situation and the sustainable development of social economy, more requirements are put forward for ideological and political course teaching under the background of the new era. In order to meet the requirements of the development of The Times, the teaching of ideological and political courses should reflect the diversity and innovation of teaching modes and improve the teaching quality of ideological and political courses. Therefore, based on the current teaching situation of ideological and political courses, this paper discusses the innovative ways of ideological and political courses teaching.

Key Words: Ideological And Political Course; Diversity; Innovative

1. INTRODUCTION

Ideological and political course teaching is a key content of college education, which shoulders the responsibility of cultivating correct ideological and political values of college students and providing talent guarantee for the rejuvenation of the Chinese nation [1]. However, the teaching mode of ideological and political courses in China is still relatively backward in many aspects, and the teaching quality is not ideal, which is inconsistent with the social requirements of the new era. Therefore, under the background of the new era, how to achieve diversity and innovation of ideological and political courses is the main problem. Therefore, based on the current teaching situation of ideological and political courses, this paper discusses the innovative ways of ideological and political courses teaching.

2. CURRENT TEACHING STATUS OF IDEOLOGICAL AND POLITICAL COURSES

2.1 The teaching methods of ideological and political courses are relatively backward

With the deep infiltration of network information technology into people's work and life, the way and way of students' cognition of the world have been greatly changed, and ideological and political teaching has correspondingly been greatly affected. In the new era, the theoretical teaching of ideological and political courses needs to borrow more modern technological means [2]. However, at present, many schools in China still use the traditional spoon-feeding teaching mode in ideological and political course theory teaching, which instill a lot of theoretical knowledge, or directly read according to PTT, without paying attention to students' acceptance, which leads to the loss of students' interest in learning. The

teaching of ideological and political courses can not meet the needs of students in the new era and limit their thinking to some extent. In addition, in the practical teaching of ideological and political courses, due to the impact of the actual conditions of schools, many schools are difficult to carry out ideological and political practical teaching activities. Although some schools have established practical teaching bases, they still do not give full play to the teaching role in the actual teaching.

2.2 Teachers' teaching concepts lag behind

With the acceleration of the process of globalization, people's ideas have changed obviously, especially in the increasingly fierce social competition, some teachers' values have changed. At present, domestic and foreign cultures blend with each other, and the corrupt foreign cultures mingled with them cause serious harm to people's thoughts, such as money worship, utilitarianism, etc., which leads to the invasion of teachers' values by these wrong ideas, hindering the formation of noble outlook on life and values of contemporary teachers [3]. For example, the current teacher title evaluation mechanism causes many teachers to focus on scientific research projects. Although teaching and scientific research are carried out at the same time, the focus is obviously shifted. Although teachers teach in the classroom, but their mind is not on teaching, which directly affects the quality of teaching.

3. EXPLORATION OF INNOVATIVE WAYS OF IDEOLOGICAL AND POLITICAL COURSE TEACHING

3.1 Innovation of ideological and political theory teaching forms

The teaching of theoretical knowledge is the key content of ideological and political course teaching, and it needs to highlight the guiding function of theoretical knowledge teaching to convey Marxism and socialism with Chinese characteristics to students. To innovate the teaching form of theoretical knowledge, first of all, we need to change the traditional teaching mode of simply indoctrinating theory. The teaching mode emphasizes that students are the center, and focuses on reflecting students' subjective initiative. Students are encouraged to deeply analyze various problems and actively express their original opinions on the problems. At the same time, the teaching form and method of theoretical knowledge should be innovated to adapt to the pace of development in the new era and meet the social requirements. The classroom teaching of theoretical knowledge should adhere to the principles of nearness and grounding, so as to increase the attractiveness of theoretical teaching of ideological and political courses.

3.2 Expand the practical teaching of ideological and

political courses

Practice teaching are also referred to as "second class" of education courses teaching, for the construction of the "second class" has been brought to the attention of the party and the country, made clear that need to reflect the features of practical education, large area of all kinds of social practice activities, to provide rich practical opportunities for students, strengthen the practical skills through practice and exercise a high skill. Therefore, ideological and political course teaching not only needs to implement the theoretical knowledge teaching, but also needs to actively explore the practical teaching content, encourage students to take the initiative to participate in the practical learning process, students will learn the ideological and political theory knowledge and practice combined with the classroom, gradually enhance their thinking ability, practical ability. At the same time, by expanding the ideological and political practice teaching, students can participate in more practical activities, form real feelings, can produce real perceptual cognition of things, rational analysis of things, so as to transform theoretical knowledge into conscious behavior.

3.3 Construction of network information ideological and political teaching classroom

With the rapid development of network information technology, "Internet +" has been widely used in various fields, making all walks of life more closely connected. Relevant documents of the education department clearly point out that it is necessary to pay attention to the role of network information technology and multimedia means in teaching, actively use new technologies in the teaching process, actively develop network resources, form online and offline comprehensive teaching form, and share teaching resources in and out of school, reflecting the modernization of teaching means. In addition, the Party and the state also focus on the application of network information technology in ideological and political education, and put forward proposals in relevant meetings. Ideological and political education in colleges and universities needs to use new media technology to live up, promote the effective combination of traditional ideological, political and political work and information technology, and reflect the adaptability of ideological and political courses to The Times. Therefore, under the background of "Internet +", ideological and political courses need to be innovated on this basis, build a network information teaching mode, increase the vitality and activity of classroom teaching, and enhance the attractiveness of ideological and political courses to students.

3.4 Improve the comprehensive quality of ideological and political teachers

Teachers' comprehensive quality greatly determines the

quality of ideological and political teaching, so we need to constantly enhance our teaching level. First, based on the traditional theoretical knowledge points of ideological and political teaching materials, the latest teaching resources are further integrated to increase the depth of classroom teaching. Not only let students learn knowledge, more important is to guide students to actively ask questions and explore, so that students really learn knowledge, really understand knowledge, really use knowledge. Second, it is necessary to establish and improve the teacher management system. Schools should take the initiative to build a good teaching environment for teachers, enhance the management ability of teachers, form a fair reward and punishment system, and vigorously praise teachers with outstanding performance in the work; Teachers who fail to correct problems in time will be severely criticized and punished accordingly. Third, further strengthen teacher training and talent reserve. According to the actual teaching situation and job requirements, the school makes clear the teacher recruitment standards, completes the teacher talent reserve work, and ensures the recruitment needs of ideological and political courses.

4. CONCLUSION

To sum up, although the current teaching methods and modes of ideological and political courses have been innovated to some extent, there are still some deficiencies in the aspects of financial support, teaching concept and guarantee mechanism. The teaching reform of ideological and political courses is not a short period of time. It needs to be combined with the needs of social development in the new era, clarify the existing problems in ideological and political courses, create teaching forms and modes, and actively explore teaching links. At the same time, improve the teaching quality of ideological and political teachers, so as to lay a solid foundation for the sound development of ideological and political courses.

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Research On College Art Education Reform Under the Background of Quality Education

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Abstract: With the good development of social economy, people's spiritual life is constantly enriched, which has greatly promoted the progress of art colleges and universities in China, and the position of art discipline has gradually been paid attention to. However, at present, the level of art education in colleges and universities is still insufficient. With the large-scale development of art education, college art education is facing some opportunities and challenges. Therefore, based on the existing problems of college art education under the background of quality education, this paper discusses the countermeasures of college art education reform under the background of quality education.

Key Words: Quality Education; College Art Education; Reform Countermeasures

1. INTRODUCTION

Human's cognition of various objective things is expressed through art forms, covering emotion, knowledge, rationality and other contents. Under the background of quality education, more attention should be paid to students' emotional status. College art education is one of the important contents of quality education and also the key channel to implement quality education. With the change of people's aesthetic taste and the improvement of art taste in modern society, art education has received unprecedented attention and attention from all walks of life. On the one hand, college art education needs to shoulder the responsibility of inheriting social culture; on the other hand, it is also an effective means to improve the self-confidence of national art and culture. Therefore, under the background of quality-oriented education, college art education teaching reform is the trend of The Times. Therefore, based on the existing problems of college art education under the background of quality education, this paper discusses the countermeasures of college art education reform under the background of quality education.

2.2.1 Do not attach importance to art

In recent years, the subject of art has gradually attracted the attention of colleges and universities, and more and more colleges and universities have carried out art education successively, which has achieved certain results. However, there are still many deficiencies in the art education in colleges and universities, such as the backward educational concept and the lack of a perfect educational system. Even though many universities deeply explore the law of art courses, the positioning of art courses is still unclear. Compared with other disciplines, the proportion of art courses is still small. Especially in comprehensive colleges and universities, art

courses are less developed, and their specialty is obviously lower than that of art colleges and universities. The quality education in colleges and universities focuses on intellectual education, pays little attention to the development of students' artistic talents, and lacks the corresponding teaching process. Art courses not only have fewer hours, the teaching level also has obvious differences. The backward construction of art education teachers in colleges and universities and the lack of professional level of teachers directly affect the quality of art education and greatly hinder the development of art education.

2.2 The art education system is not perfect

Art education is a complicated educational process. At the present stage, the art education system in colleges and universities in China is still not perfect. The art education system is relatively backward and does not match the rising status of art. Art education is not a matter of a day, it needs a long time to precipitation, the current comprehensive university art education has not formed the corresponding characteristics and rules, in the actual teaching difficulties. At the same time, the evaluation system of teachers' professional title is not reasonable enough, and the evaluation standards of art theory and art practice are different. As a result, it is more difficult for art practice teachers to publish journal papers. For teachers who pay attention to the effect of art practice, the value of teachers cannot be reflected, which is caused by the imperfect education system.

3. COUNTERMEASURES FOR COLLEGE ART EDUCATION REFORM UNDER THE BACKGROUND OF QUALITY-ORIENTED EDUCATION

3.1 Attach importance to art education and highlight the status of art education

At present, art education has become the 13th science category in China's education system. The status of art discipline has been greatly improved and it has become an important part of Higher education in China [1]. From the national level, art education has been the focus of the relevant departments. Under the background of quality education, college art education has unique advantages. On the one hand, it can cultivate students' aesthetic taste, creative ability and communication ability. On the other hand, it can cultivate students' good spiritual quality and improve their cultural accomplishment. Therefore, colleges and universities should bring art education into the scope of compulsory courses, adapt to the development of The Times and social requirements, actively promote the reform of art education in colleges and universities, and meet the spiritual and cultural needs of people in the new era. At the same time, we should

establish and perfect the education mechanism of the art discipline, formulate the rules consistent with the art education, and promote the innovation of the art discipline system. In addition, colleges and universities should also change the concept of art education in the past, build art education in an all-round way, and take students as the main body of art education, which is the key to implement the reform of art education.

3.2 Improve the curriculum system and improve the teaching level of art education

Art is closely related to aesthetics, science and other disciplines, and many students lack sufficient interest in art major, coupled with heavy study burden and future employment problems, resulting in no time to pay attention to art courses, and no extra time to participate in art courses [2]. Therefore, colleges and universities should help students plan their study arrangement, and integrate art curriculum and cultural education into the teaching process of professional courses. Explore the links between arts and culture courses and other professional courses, and encourage students to study across disciplines. At the same time, attention should be paid to the cultivation of students' communication ability, the establishment of scientific spirit and the development of art education. In the process of constructing the art education curriculum system, colleges and universities need to continuously integrate teaching resources and establish and improve the art education system based on the actual situation of colleges and universities. In addition, colleges and universities should pay attention to art and culture education, promote the coordinated development of science and culture among students, and enable students to have rich art knowledge. Give full play to the characteristics of the art discipline, find the teaching rules of the art discipline, and plan the courses scientifically and reasonably on the basis of this, so as to provide the basis for cultivating artistic talents.

3.3 Construction of professional teaching staff

The personal level of teachers has a direct impact on the quality of education, and the training of professional artistic talents cannot be separated from a team of high-level teachers [3]. Great investment in the construction of first-class teachers is the basic guarantee for colleges and universities to train excellent art talents and implement art education. Therefore, colleges and universities should pay attention to the construction of teachers, put forward higher requirements for teachers' level, and provide good development opportunities for teachers. At the same time, it promotes the communication between teachers and

other professional colleges and universities, refers to the successful experience of art education in other colleges and universities, and organizes teachers to receive professional art training. In addition, colleges and universities also need to train a group of professional management personnel, in the art, management, education and other aspects of the excellent knowledge, master a solid art management and practical ability. Constantly improve and optimize the management team, enhance the professional level of management personnel.

3.4 Establish campus culture and form an artistic atmosphere

To construct campus culture, we should pay attention to the dissemination of art knowledge and cultivate students' cultural quality. In the process of art education in colleges and universities, various artistic and cultural activities should be actively held to enrich students' extracurricular life, provide a platform for students to bring their innovative spirit into play, increase their enthusiasm for participation, and let students subtly accept the influence of art and culture. At the same time, colleges and universities can also organize art exhibitions, singing competitions and other activities, actively mobilize students to participate in the competition, increase the interest in art education, stimulate students love art, so as to form a good artistic atmosphere.

4. CONCLUSION

To sum up, art education plays an irreplaceable role in cultivating personal emotional value. Under the current background of quality-oriented education, it has become the key content of college education. Universities and teachers should treat the value of art education correctly, understand the shortcomings of art education, adjust teaching mode, innovate teaching content, and promote the innovation of art education, so as to promote the all-round development of students.

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Exploration Of Practical Teaching Mode Reform of Biochemistry Course in Applied Universities

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Abstract: Biochemistry is an important basic course for college students majoring in biology and food in applied universities. Its practical course is very important to improve the comprehensive ability of college students. With the change of economic development and social demand, the shortcomings of traditional practice teaching mode have become increasingly prominent. In order to meet the basic requirements of cultivating applied talents in the new era, colleges and universities need to actively innovate the practice teaching mode of biology course, explore new teaching methods, and improve the quality of practice teaching. Therefore, this paper will discuss the reform path of practical teaching mode of biochemistry course in applied universities.

Key Words: Biochemistry; Application-Oriented Universities; Practical Teaching Mode

1. INTRODUCTION

With the continuous development of social economy and the acceleration of globalization, China's higher education is also facing unprecedented challenges. In recent years, the number of college graduates has been increasing gradually, and social enterprises and units have put forward higher requirements for the comprehensive quality of college students, so the employment situation of graduates has become increasingly severe [1]. Therefore, in order to adapt to the changing requirements of The Times, colleges and universities need to constantly innovate teaching system and teaching method, enrich teaching means, adjust talent training program, and keep up with the pace of social development. Under the new situation, cultivating the innovation ability of college students is the general trend, and it is also an urgent problem for colleges and universities to solve. The practical teaching of Biochemistry is an important basic course to improve the comprehensive ability of college students. It is necessary to reform the practical course to improve students' learning enthusiasm and cultivate creative thinking. Therefore, this paper will discuss the reform path of practical teaching mode of biochemistry course in applied universities.

2. IMPROVE THE TEACHING CONTENT AND ENHANCE STUDENTS' COMPREHENSIVE ABILITY

For the quality of practical teaching of Biochemistry, the content of practical teaching is an important factor. In the traditional practical teaching mode of Biochemistry, the practical teaching content is mainly determined according

to the theoretical content, which is divided into several small experiments. The content is monotonous and there is no logical connection between each experiment, which is not conducive to students' creative thinking and greatly affects the improvement of students' comprehensive ability [2]. Practical teaching covers rich and comprehensive knowledge, which can stimulate students' enthusiasm for scientific research and is conducive to cultivating students' practical skills, innovative thinking and comprehensive accomplishment. So. It is necessary to adjust practical teaching content reasonably, fully integrate teaching resources, integrate experiments with roughly the same principles or methods, appropriately reduce verification and demonstration experiments, and add more comprehensive experiments. For example, in the actual teaching process, verification experiments such as "enzyme characteristics" and "enzyme activity detection" can be classified into a comprehensive experiment of "extraction and determination of SOD in garlic". With the help of this form, it is beneficial to improve students' thinking activity, at the same time, it can also make students maximize the teaching effect in a certain practical teaching time, acquire more knowledge and strengthen students' comprehensive ability.

3. INNOVATE TEACHING METHODS TO STIMULATE STUDENTS' ENTHUSIASM

In the traditional practical teaching of Biochemistry, the teacher usually makes preparations for the experiment in advance, the teacher gives the lecture directly in class, and the students complete the experiment according to the requirements of the experiment. Although this teaching mode can convey a large amount of professional knowledge to students, students are passive learners, which is not conducive to the formation of innovative thinking over time, and students' enthusiasm for practical learning will also decline [3]. In order to make up for the disadvantages of the traditional teaching mode, it is necessary to change the existing teaching mode and form a new teaching mode dominated by students. Teachers should become the guides of students, effectively use the current modern teaching methods and reasonably use the heuristic teaching methods, so as to promote the improvement of teaching quality.

3.1 Adopt the student-centered teaching mode

In the past practice teaching process, teachers occupy the dominant position, the teaching effect is not ideal. Therefore, it is necessary to abandon the traditional

procedural teaching mode, reflect the students' dominant position in the teaching process, and play the role of the guide. In the past, students' passive acceptance should be transformed into active completion, and the practical teaching content should be completed by teachers and students together. Before class, students look up the practice content by themselves, prepare relevant materials, and discuss with teachers and other students to make experiment plans. Teachers explain the experiment, encourage students to actively ask questions, break the restrictions of textbooks, and create a relaxed practical teaching atmosphere.

3.2 Adopt heuristic teaching mode

In the teaching process, teachers need to change the traditional cramming teaching method, ask questions to students, guide students to think, provide enough thinking space, stimulate students' desire to explore and thirst for knowledge, and maintain active thinking, which is conducive to cultivating critical thinking. By organizing students to discuss problems together, students are inspired to think and answer questions actively, and the teacher makes a summary, which is not only beneficial to deepen students' impression and understanding of knowledge.

3.3 Use modern teaching methods

With the development of multimedia technology, the teaching process is more intuitive, vivid and interesting. Multimedia teaching integrates audio, animation, video and other forms to make abstract knowledge more vivid and monotonous knowledge more vivid, so that students can better understand knowledge and accept knowledge more, so as to improve the teaching effect.

4. CARRY OUT OPEN PRACTICE TEACHING TO STRENGTHEN STUDENTS' INNOVATION ABILITY

In the course of practical teaching of Biochemistry in applied universities in the past, due to the influence of factors such as experiment site and school conditions, practical teaching is usually completed in the corresponding time according to the curriculum schedule, which is not conducive to cultivating students' creativity. Through the establishment of open practice teaching, the experiment process is more open, and students have enough time to independently design experiment plans according to the teaching syllabus, and conduct independent experiments under the guidance of teachers, providing students with sufficient space for independent play. Therefore, during the practical teaching of Biochemistry course, teachers can integrate some scientific research results into specific experiments to

carry out open practical teaching. This form is not only beneficial to make up for the lack of innovation in traditional practice teaching, but also can cultivate students' innovative consciousness and ability.

5. ESTABLISH A FIRST-CLASS TEACHING TEAM AND IMPROVE THE TEACHING LEVEL

Compared with other courses, the practice teaching of Biochemistry needs to be applied to a variety of advanced equipment and instruments, which puts forward higher requirements for teachers. Therefore, colleges and universities need to strengthen the training of teachers' professional skills, actively adopt the introduction of high-quality talents, and form a first-class team of teachers. It is better to explore and reform the practical teaching mode of biochemistry course, share teaching experience and explore the latest teaching methods, so as to promote the continuous improvement of the practical teaching level of biochemistry course.

6. CONCLUSION

To sum up, there are still some drawbacks in the practical teaching of biochemistry in applied universities, and the effect of practical teaching is still not ideal, which cannot fully meet the requirements of application-oriented personnel training. For the biochemistry course practice teaching mode reform, should continuously optimize the teaching content, improving teaching methods, take active open experiment teaching, the first-class teacher team construction at the same time, mobilize the enthusiasm of the teachers and students to participate in the reform, improve the quality of practice teaching, to cultivate more meet the requirements of the society applied talents is of great significance.

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The Scientific Connotation of Modernization of National Governance System and Governance Capacity

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Abstract: The third Plenary Session of the 18th CPC Central Committee first proposed to promote the modernization of national governance system and national governance capacity, which is a symbol of the integration of the term "national governance" into the Chinese discourse system. It is essential to modernize China's governance to give full play to the advantages of the system of socialism with Chinese characteristics with the strong leadership of the CPC. It is the core path of the modernization of national governance to ensure the fairness and justice of the means and purposes of governance through the construction of the rule of law. Taking the people as the center as the fundamental position and development thought is the value objective of the modernization of national governance.

Key Words: National Governance System; National Governance Capacity; Modernization; Scientific Connotation

1. CORE OF GOVERNANCE: THE CPC IS THE STRONG LEADERSHIP CORE OF NATIONAL GOVERNANCE

As the strong leadership core of the cause of building socialism with Chinese characteristics, the CPC, with its original aspiration, historical mission, organizational system, ideological strength, political mobilization, resource pooling and decision-making implementation, has a high level of authority, core and leading role in national governance and development. Therefore "the greatest strength of the system of socialism with Chinese characteristics is the leadership of the Communist Party of China [1]". The Decision adopted at the Fourth Plenary Session of the 19th CPC Central Committee further summarizes the advantages of the system of socialism with Chinese characteristics into 13 areas. Among these significant advantages, the leadership of the CPC is the biggest institutional advantage, which determines the existence and development of all other institutional advantages. The institutional advantage of the Party's leadership is also based on the continuous exploration and development of the Party in the practice of national governance over the past several years. This advantage is mainly reflected in four aspects, namely, the advantage of the party, the advantage of leadership, the advantage of organization and the ability of self-innovation.

In terms of political advantages, as a Marxist ruling party, the COMMUNIST Party of China adheres to the position of the people, sticks to the party ethics of "building the Party for the public, governing for the people" and

"serving the people wholeheartedly", and seeks the liberation of the proletariat and all mankind as its lofty goal. To unify the ideal of socialist and communist society and the interests of the people in the realization of the "substantive justice" of the modernization of national governance is incomparable to the political party system manipulated by the western bourgeois interest groups. Leadership advantage, the cadres of the communist party of China is the selection and training after long-term exercise at the grass-roots level and layer upon layer of elite team, they knew all about ecstasy, conditions, and party, mood, and under the collective learning of each year for many times, in the hands of the political, economic and cultural aspects of knowledge, information technology, has a very high political leadership; In terms of organizational advantages, "Our Party was established in accordance with the Marxist principles of party building, and a tight organizational system has been formed, including the Party's central, local and primary organizations. This is a strong advantage that no other political party in the world has." The CPC now has 95.148 million members and 4.864 million primary-level Party organizations. This huge and tight organization system and operation mechanism makes the CPC have strong organization mobilization ability and top-down execution ability; In terms of self-reform ability, the CPC is different from western political parties that pursue specific interest groups. In the past hundred years since its founding, the CPC has not been captured by interest groups or kidnapped by populism, and has been able to truly start from the fundamental interests of the people and consider the long-term stability of the country. Taking history as a mirror, having the courage to govern the Party, and being good at building and strengthening it are the most distinctive qualities of the CPC. They are political advantages that no other political party in the world has[1-3].

2. GOVERNANCE PATH: TAKE THE RULE OF LAW CONSTRUCTION AS AN IMPORTANT PATH TO PROMOTE THE MODERNIZATION OF NATIONAL GOVERNANCE

For any country, the first and most direct purpose of national governance is to establish and maintain a stable and orderly social order. The national governance system is composed of a series of systems. In essence, it is a system of national institutions, and ultimately manifests itself as a system of legal systems. The socialist legal system with Chinese characteristics forms the institutional basis for the modernization of national governance. Based

on the rule of law, it can resolve social conflicts and build consensus on development. From the perspective of governance, the process of rule of law is a practical process that combines governance concepts, systems, capabilities and technologies, and is an effective way to improve national governance capacity. Therefore, the realization of legal guarantee is the process of the development and improvement of national governance capacity.

Law is the unity of value rationality and tool rationality. From the perspective of the purport values of law, even the functional equivalent of law is more important than policy, because law is not just an instrument, it is an end in itself. The law itself is a symbol of fairness and justice. Moreover, the construction and development of the legal system is the most important link in the construction of the national governance system. Law is not only a mandatory means of governance, but also represents the justice and fairness of a society. The realization of effective governance is inseparable from the construction of a perfect rule of law. The rule of law of the state's work must be reflected in the rule of law of the national governance system. It can be concluded that the rule of law is a necessary condition for the realization of the "modernization of the national governance system". In other words, the important measure of the "modernization of the national governance system" is whether the country has a complete legal system. To be specific, legalized policies, as a way of national governance, are characterized by universality and long-term effect. They can effectively avoid the defects of policies that vary from place to place, from time to time, and from person to person. They are easy for the public to know and abide by, and easy for state organs to implement and apply. The basic way to realize the modernization of China's national governance can only be achieved through the construction and improvement of the system of socialist rule of law with Chinese characteristics and the establishment of a socialist country with Chinese characteristics based on the rule of law.

The rule of law requires that the government's "rights must not exceed the economic structure of the society and the cultural development of the society restricted by the economic structure", that is, the government should unify the rule of law, ruling by law and administration by law to build a country, government by law and society by law. Acts of kindness are not enough to govern, and acts of law cannot be done by themselves. As the leader of the modernization of national governance, the CPC must lead the legislation and supervise the implementation of laws, because the rule of law is an important standard to measure the modernization of national governance, and it is also an important means to guarantee and standardize the rights of the people and to ensure and adjust the economic system. The reform and opening up has accelerated the pace of China's modernization, urbanization and industrialization, and gradually complicated the social class. The traditional means of ruling and control cannot protect the legitimate rights and interests of the people, so the rule of law is needed to

regulate individual behavior and protect individual rights, and mediate the social contradictions brought by unbalanced and inadequate development. The socialist market economy with Chinese characteristics also requires the promotion of the rule of law, because the allocation of resources in the market economy is realized through the competition mechanism, and the competition mechanism must be followed by the law, so as to better realize the effective allocation of resources by the "invisible hand" of the market. The rule of law can provide a stable trading order, clarify the trading rules, protect the interests of each market subject, and guarantee the effective operation of the market economy.

3. GOVERNANCE ORIENTATION: PEOPLE-CENTERED IS THE VALUE ORIENTATION OF NATIONAL GOVERNANCE MODERNIZATION

Man is the subject of historical activities and the purpose of social development. Therefore, the important symbol to measure the development of a society is the condition of human development. The establishment of the state power of the people's democratic dictatorship fully embodies the ultimate value concern of the Marxist thought of "people-oriented". The implementation of such systems as the system of people's congresses, the system of multi-party cooperation and political consultation under the leadership of the CPC, and the system of democratic regional autonomy are concrete manifestations of Marx's "people-oriented" thought. The Scientific Outlook on Development is a new breakthrough in our Party's understanding of the law of social development, and a new logic in our Party's national governance. It is a revolutionary change in the development mode of the concept of "people-oriented" governance, realizing the Chinese dream of the great national rejuvenation, and further demonstrating the thought of "people-oriented" from the value level. Therefore, to follow the Marxist "humanistic view" and put the "people-oriented" thought throughout the whole process of national governance is not only the renewal of our party's governing concept, but also the primary principle of national governance.

"The way to govern is to protect the people, and the way to protect the people is to check their sufferings." The ultimate goal of national governance is for the well-being of people, for people's freedom and comprehensive development; Putting people first is not only an essential requirement of socialism, but also a fundamental value of national governance. The modernization of national governance is an inevitable requirement for the development of national modernization and reflects the internal unity of national and human development. In terms of governance subjects, the modernization of national governance is a transformation from a single subject to multiple subjects. The people are the practitioners of the new concept of national governance and an important embodiment of people's subjective initiative. The formation of multiple subjects in modern national governance reflects the democratic connotation of national governance, and it is the democratic requirement of national governance to change from one governance subject to multiple governance subjects. In the

joint action and practice of multiple governance subjects, people's democracy has been demonstrated, and a solid democratic foundation has been laid for the comprehensive development of human beings. In display of democratic governance, governance constantly achieve modernization, people's subjective initiative and objective regularity unifies the development of the national governance, governance in the overall value significance of the governance body have been fully reflected, governance system and improve national governance, human all-round development to create a better national environment.

New era should meet the needs of the people for a better life and to promote the all-round development of people rich and higher requirements, only adheres to the concept of governance to the people as the center, improve the system of play to people's subjectivity and subjective initiative of mechanism, break all ties are the main force of the development of the restriction, can inspire people's governance vitality, development of popular national governance; Only using the key value concept of fairness and justice, and guide the growth of awareness of social equity and justice, improve and perfect the social system of freedom, equality, justice, rule of law, promote the

realization of social harmony, to break the social principal contradiction solution system restriction, make up the value system of social fairness and justice, promote the realization of social fairness and justice, We will ensure the people's equal rights and interests, equally share the dividends of social development, and improve their living standards. In the process of highlighting fairness and justice and resolving major social contradictions, people's living standards and people's quality can be improved, a modern national governance system and governance capacity can be truly constructed and realized, and the cornerstone of people's free and comprehensive development can be cemented.

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A Sociological Perspective on Music Culture

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Abstract: Research from the dimension of sociology of music culture need to understanding of the cultural connotation and music culture connotation of sociology, this article comparative analysis on the stand in the perspective of sociology of Chinese and western music culture and music works of different existence, through research puts forward some Suggestions for the development of Chinese music culture, music culture development should be constantly improving the quality of music, combined with urban culture, Strengthen the research, protection, inheritance and innovation of national music culture, and regard the inheritance and development of national music culture as the core of the development of music culture.

Key Words: Music Culture; Sociology; Research

1. INTRODUCTION

The study of music culture from the perspective of sociology can make music culture present more diversified values and make the study of music culture more in-depth. Music culture is an important part of human life and is closely related to people's life and the development of social culture. Music culture contains a variety of sociological factors, which can not only reflect the state of existence of a certain social group, but also reflect the social culture and political economy of a country. By studying music culture, the development direction of music culture is discussed.

2. CULTURAL CONNOTATION IN MUSIC CULTURE RESEARCH

2.1 The connotation of music culture

In the development of human culture, music is one of the earliest cultural forms, and the development of music can reflect the evolution of human civilization. Music is closely related to the culture of the whole society, and is also deeply related to the life of individuals. In the process of development and evolution, a unique music culture has gradually formed. On the one hand, people will have a variety of emotions in the behavior activities, music can express people's emotions, people will also have emotional resonance when listening to music. And music, as an art form, can reflect the social aesthetic at that time, music art is relatively free in both connotation and form. In the development of human society, on the other hand, can form different political system and ideology, music culture can reflect the specific time, specific areas of social culture and social form, social culture, customs and habits, the art aesthetics morality can be embodied in music culture, music culture can reflect the national culture and spirit.

2.2 The relationship between music and culture

The link between music and culture is very close, belonging to the relationship of interdependence and complement each other. With the development of The

Times, social civilization and artistic aesthetics will change, and music culture will also change accordingly, forming different musical styles and characteristics. By analyzing the relationship between the two, people can have a deeper understanding of the connotation of music culture and appreciate the music culture of different times from a broader perspective. People's aesthetic appreciation of music art depends not only on the artistic beauty of music itself, but also on the social culture behind the music. People can feel the spirit and emotion behind the music works, and see the social life in different historical periods through the music culture. Great changes have taken place in China's music culture in the development of the new period. Cultural and conceptual changes, economic and technological development, and changes in mass aesthetics have exerted a profound impact on music culture. Changes in communication modes have made music and society more closely connected [1].

3. SOCIOLOGICAL CONNOTATION OF MUSIC CULTURE RESEARCH

3.1 Connotation of The Times

The development and change of social civilization make music culture present the characteristics of The Times, and the new social form will form a profound influence on music culture. Music culture has the unique artistic value and social value, so it will be popular in the specific era and society, is recognised by people's music culture, not only because of the artistic charm of the music itself, but also because of social and cultural support is behind the music culture, people can learn specific era through the music culture of social culture, feel the spiritual feature of social culture, Grasp the social characteristics of different historical times [2]. Music culture is more like the language symbol of social culture. Music culture in different times can reflect different social and cultural backgrounds, and people can feel different social and cultural spirits through music culture in different times. Music culture in the new era is more free, personalized and diversified, which has a lot to do with the progress of science and technology and economic development in the new era. People can enjoy various types and styles of music anytime and anywhere, and the whole society has more open and free ideas.

3.2 Spiritual connotation

Social and cultural spirit is an important part of sociology. Music culture can reflect social and cultural psychology and spirit. Different countries and regions have different social and cultural spirits, and music culture can precisely reflect the social and cultural spirits of different countries and regions. From the perspective of sociology, music culture has cultural value and spiritual connotation. The reason why music culture can spread widely in society is that music culture has irreplaceable cultural value. Music culture has the role of education and reform in the

development of the society, music culture with its unique spiritual connotation to influence people, touched by social cultural spirit and transform people, let people to social activities at a new state of mind, play music education and guide the role of culture, play an important role in the reform of the social and cultural spirit.

3.3 National connotation

National culture is an important research content of sociology. The development of music culture and national culture have always depended on each other. Music culture has very strong national characteristics, and the most direct expression is the national music of different nationalities. Music culture in Chinese history has a very strong social hierarchy, music has become a symbol of hierarchy and power. In the history of music, there are two transmission way, on the one hand, music culture can be spread through unconscious way, representatives of these music culture such as folk songs and opera, folk artists make the music culture to spread and spread, the spread is random, music art is a form of entertainment and more ways of making a living, most of traditional music culture to spread this way. On the other hand, music culture can be consciously spread through the inheritance between masters and apprentices, and gradually evolve into specific musical art forms and schools in the long development.

4. DIFFERENCES BETWEEN CHINESE MUSIC CULTURE AND WESTERN MUSIC CULTURE

4.1 Differences in the understanding of music art

Music is fundamentally an art form, and the difference of social culture and artistic aesthetics between the East and the West will lead to great differences in music culture. Analyze the differences between eastern and western music culture should not only consider the sociological factors, but also the study of philosophy of aesthetics, westerners tend to ask "what is beauty" in cognitive relations, according to the ontology of music art to think of beauty, so western music culture more regarded as a kind of simple way of cognition, the western music for the expression of emotion is very direct, To express people's emotions from different aspects [3]. Is greatly different from Chinese music and western music, the music culture of China is not directly in this paper, the essence of beauty, more thinking, the value for the benefit of beauty in the relationship between cognitive ask "what is" aesthetic, this is not a rational analysis on the cognition of thinking, but a kind of based on intuitive comprehension, therefore, China's music culture has a different way of comprehension and practical significance.

4.2 Differences in music cultural connotation

There are great differences between Chinese music culture and western music culture in terms of social and cultural connotations. Different discourse systems will have an impact on social morality and spiritual qualities, thus forming different musical cultural connotations. Development and evolution of the western music culture has a certain logic, also pay more attention on the expression of music culture internal logic, can think music culture, with the theory of self-discipline and heteronomy theory point of view is consistent, even from the aspect of ACADEMIC PUBLISHING HOUSE

sociology research works of music, also can analyze the content and structure of the music works, the western music culture is very attention to regularity, This has something to do with the speakable language in western aesthetics, so western music culture has gradually formed an open system. However, Chinese philosophy emphasizes the inexpressiveness and ecstasy, attaches great importance to the artistic conception and perception of music art, and believes that social culture cannot be expressed in specific language. Chinese traditional music integrates emotion and scenery, and pays more attention to the spiritual realm and cultural connotation of music culture.

4.3 Differences in artistic spirit of music

The ultimate goal of western music art is the truth, through the analysis of the social culture of the objective world to master the essence of man power, think music culture and the objective world is mutually independent and coexistent relationship, music culture since there exists a relatively independent spirit and value effect, although with the composer's personal with mental and emotional issues, However, this kind of connection is not inevitable. Music essentially comes from people's essential power, and music culture is mainly in people's subjective experience. However, Chinese music culture pays more attention to the value connotation of music art and the spiritual perception brought by music.

5. ANALYZE THE EXISTENCE MODE OF MUSICAL WORKS FROM THE SOCIOLOGICAL PERSPECTIVE

5.1 Research on music creation

Music culture is composed of different works of music, the music culture in the process of study need study of music works, the creator and the singer as a "social people", to create music works and the second creation, thus formed the body and body, reflects the creator and the spirit of the singer's idea and aesthetic interest. Musicians according to their own experience in social life and feelings for composing and singing, after thinking processing blend in social activities of music works, as the music works have unique value and meaning, composing and singing music works are no longer isolated from the rest of society, music works are musicians and appreciators aesthetic choice, is the result of social activity and social group selection, If music creation is separated from society, it will make music works lack of social attributes. Music works without social attributes cannot form music culture, and such works are of no value and significance. So music works itself is the result of the social activities, musicians and connected through social activities, appreciation in music works and collision, in the same music culture has the same social group of aesthetic, these social groups can communicate in the same cultural background music, a direct dialogue through music works.

5.2 Research from music appreciation

Music appreciation is an important part of the music culture, people will do more to appreciate music works to perceive music appeared in the body, this is different from the pure note change and natural sounds, appreciate the music the behavior itself is a kind of social activities, people in the era of the specific historical background and

social environment to appreciate music works, And different people will bring different emotions and thinking cognition to the music works. In addition, people will have certain psychological expectations before appreciating a certain musical work, which is the understanding and cognition of a particular musical culture. People will appreciate musical works according to the same standards, such as the cultural value of musical works and other contents. In certain music culture, people will instinctively songwriter and singer's music works and social activities are associated, in music works in the process of appreciating the creator and the singer's emotional connotation, the viewer will these emotional connotation combined with its own aesthetic and experience, given special significance and value of music works, Music appreciation activities make music culture more and more rich and diversified.

6. DISCUSS THE DEVELOPMENT OF CHINESE MUSIC CULTURE FROM THE PERSPECTIVE OF SOCIOLOGY

6.1 Firmly grasp the quality of music

Music quality has different connotations in different times and under different social backgrounds. Modern people's concept of music quality mainly refers to the satisfaction of listeners, which is very one-sided. In the past, the concept of music quality was more comprehensive, emphasizing not only the artistic quality of music works, but also the value of music works. In the new era, the development of music culture should be more comprehensive understanding of music quality, combines the past and modern music quality requirement, the content of the music forms, values and the listener to the satisfaction of the control in all directions, let more free to express music creators and the singer's personal feelings, can not suppress or distort the emotion, We should ensure the openness of music works and the freedom of art forms, and promote the music quality of Chinese music culture by improving the music quality of music works.

6.2 Integration with urban culture

Every region has its regional culture, and every city has its urban culture. In the development of urbanization, music culture should also be combined with local culture, and urban cultural connotation should be added to music culture, which will make city residents more identify with music culture, and the social value of music culture will be more clearly revealed. Music culture in developing should study of urban culture and the mainstream culture, in the process of open and fusion, the city has gradually lost its own culture, all kinds of music style and music to form a wide variety of music works, music culture in China is becoming more and more weakened, music culture and city culture is more and more the lack of unique connotation and value, so, It is necessary to combine the two for development [4].

6.3 Inheriting and developing folk music culture

Chinese music has a very rich national music culture, different nationalities have different forms of social organization and ethnic customs, there are different in different national culture of music style, the development of Chinese music culture should take national music as the foundation, people should be an understanding of folk music, keep the national culture and national music features, The innovation and development of folk music will inject new strength into the development of Chinese music culture. The development of national music culture under the impact of foreign culture is conducive to the unity of the people and the enhancement of cohesion. National music culture can reflect the values of the whole nation, also can reflect national aesthetic, but the national music culture should develop with The Times and social changes to innovate, to excellent national music culture elements of inheritance and innovation, with the national music culture lead the people of all ethnic groups in mutual solidarity and common development.

7.CONCLUSION

In the culture of the social civilization form, music culture has a unique effect, to social life and art aesthetic, the combination of music culture can't from society, only is analyzed from the Angle of sociology and to explore, to dig out the essence of music culture, make people more rationally at various periods and the current music culture, The role of music culture in social civilization is viewed more objectively, and scientific suggestions are put forward for the development of music culture in China.

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Difficulties And Opportunities Faced by The Development of University Symphony Orchestra

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Abstract: At present, in the process of university construction, cultural construction belongs to the key content. In order to promote music culture in colleges and universities, symphony orchestra has been gradually promoted as a representative of the form of expression. Through the formation of symphony orchestra, improve students' musical accomplishment, edify students' artistic sentiment, let students have higher aesthetic taste. This paper first analyzes the necessity of establishing university symphony orchestra, then discusses the difficulties of the development of university symphony orchestra, and finally discusses how to grasp the development opportunities to promote the smooth development of university symphony orchestra, for reference.

Key Words: University; Symphony Orchestra; Development; Mire; Opportunities

1. INTRODUCTION

Under the background of the proposal and implementation of the plan of "High art on campus", more and more attention has been paid to the construction of campus culture in colleges and universities. Various universities have also actively promoted and created diversified art education, among which symphony orchestra is a major art form. However, the formation of China's university symphony orchestra is still in the early stage, and the influence of the orchestra in the student group is not high, so the development of the orchestra in the university is also facing certain difficulties. How to grasp the development opportunity and promote the construction and development of university symphony orchestra is also a key problem in the current university construction.

2. NECESSITY OF UNIVERSITY SYMPHONY ORCHESTRA

First of all, it can improve the teamwork ability. In the process of playing music, a symphony orchestra needs many instruments and players to cooperate with each other, in order to play the strength of the team. Therefore, the formation of a symphony orchestra in universities can create an atmosphere of unity and friendship among students, condense students' dream and passion for music, and make the symphonies played by the orchestra have more diversified characteristics. The formation of symphony orchestra not only allows students to cultivate their sense of music and interest in music, but also can enhance the feelings between students through rehearsals, performances and other activities, build a good bridge of communication and interaction for students, enhance

students' sense of cooperation, improve students' team spirit. Secondly, it can build a harmonious campus cultural atmosphere. For college education, it is very important to carry out the second classroom in order to effectively improve students' comprehensive abilities. Therefore, colleges and universities should not only emphasize the quality and efficiency of teaching, but also strengthen the art training for students to improve their quality. In the specific construction of campus culture, an effective organization is the symphony orchestra. Compared with ordinary community activities, symphony orchestra has more significant campus cultural attributes, which can improve the influence of the school and promote the benign development of students on the basis of creating a good cultural atmosphere. Finally, it can strengthen the inheritance of the orchestra spirit. In a symphony orchestra, the spirit of the orchestra is the spiritual product, and also the soul and foundation for the construction and development of the orchestra. Based on the Chinese symphony orchestra, the university symphony orchestra can play a significant role in promoting the improvement of students' cultural literacy, and is of great significance in the spiritual inheritance.

3. DIFFICULTIES IN THE DEVELOPMENT OF UNIVERSITY SYMPHONY ORCHESTRA

3.1 Members are not full-time musicians

Compared with the general symphony orchestra, the members of the university symphony orchestra are all students. Besides some students majoring in art, there are also many students who are not majoring in art. Moreover, the primary task of these members in colleges and universities is still to study. Only after completing the study of professional knowledge can they achieve the improvement of their overall ability through art training, so they still focus on their studies. Therefore, unlike ordinary orchestras, the members of university symphony orchestras are not composed of full-time musicians, so they cannot put all their energy on performance training and art cultivation, which also greatly restricts the performance of university symphony orchestras.

3.2 Large member mobility

Generally speaking, the university symphony orchestra does not have a high professional level. This is mainly because the band members are all students, time and energy are limited, after finish school, will leave the school into society, therefore in the orchestra has every year old members exit and new members to join, lead to the orchestra members have greater liquidity, it is difficult to carry on the long-term training, and training activities

are not consistent, Therefore, in the actual performance of the symphony, the university orchestra often can not reach the professional level, and there is no high tacit understanding between the members, and the cooperation is not good.

3.3 Too formalized

At present, many colleges and universities have paid more attention to the cultivation of arts and humanities, actively responded to the central government's call of "elegant art on campus", and actively built and organized symphony orchestras, but they generally show the characteristics of formalization. In symphonies, there are not only many instruments involved, but also different playing methods and difficulties. Therefore, it is difficult for many universities in China to meet the professional needs of orchestra formation in terms of teaching staff and hardware facilities. What's more, in order to reduce this expenditure, teachers are hired with limited ability, so professional guidance is not in place, which affects the performance training effect of students. It is difficult for students to carry out complete training, and the teamwork is not high, which also affects the development of the current symphony orchestra in colleges and universities.

4. HOW TO GRASP THE DEVELOPMENT OPPORTUNITY AND PROMOTE THE SMOOTH DEVELOPMENT OF UNIVERSITY SYMPHONY ORCHESTRA

At present, with the formation and development of symphony orchestra in colleges and universities, some achievements have been made in recent years. Symphony orchestras have gradually become a vital part of campus culture. In addition, people have also promoted the pursuit of art and paid more attention to the development of the symphony orchestra. Under the background of quality education, the establishment of symphony orchestra is also conducive to the development of students' overall quality. It allows students to play this highly practical music activity through the symphony, cultivate their imagination and creativity, and realize the popularization and promotion of music education. Therefore, for university symphony orchestras at the present stage, they are also facing good opportunities for development, so we must firmly grasp this opportunity and actively get rid of

the current development difficulties. First of all, for the symphony orchestra, the staffing should be reasonable. The staffing should be scientifically determined according to the performance level of the members, and the instruments should be reasonably arranged according to the resources and hardware conditions of the school. Secondly, the training and management of symphony orchestra should be strengthened. For the symphony, this project has the integrity, playing in the orchestra each member to the height of the collaboration and coordination, so must conduct regular training, and in view of the core members, realize the centralized training in a specific time, and strengthen the assessment of the band, for unqualified personnel should also be eliminated in time, like this only then can on the whole, security level of the band. And according to the characteristics of different members, targeted training program formulation. Finally, to further expand the influence of the orchestra. It can be combined with elective courses and the band members can be selected through course assessment. They can also actively form clubs to attract students who have an interest in music to join the orchestra and stimulate their artistic passion.

5.CONCLUSION

To sum up, with the development of university symphony orchestra in recent years, it has been accepted and recognized by various universities and become a key project to achieve sustainable development. However, in the development process of university symphony orchestra at the present stage, there are still some difficulties and good development opportunities. Therefore, scientific measures and means should be taken to promote the development of university symphony orchestra and further popularize the elegant art.

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Reflections On the Modern Educational Technology to Promote the Reform of Higher Vocational Education in China

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Abstract: As a part of national higher education, higher vocational education has cultivated a large number of high-quality professional talents for the society. However, there are still many deficiencies in higher vocational education at the present stage, and educational reform and innovation are the general trend. Therefore, this paper summarizes the present situation of higher vocational education teaching, and discusses the advantages of modern educational technology to promote the reform of higher vocational education in China.

Key Words: Modern Educational Technology; Higher Vocational Education; Reform

1. INTRODUCTION

The main goal of higher vocational education is to cultivate high-quality skilled talents and help students acquire vocational knowledge and skills. Its characteristics determine that the core of teaching is to train students' practical ability and establish innovative ability. Therefore, how to promote students' independent learning is the key to the reform of higher vocational education [1]. However, at the present stage, the teaching mode and method of higher vocational education are relatively simple, and the teaching process is still dominated by teachers and classrooms, which hinders students from forming innovative thinking, which is not in line with the needs of vocational education in the new era. With the extensive application of network information technology and multimedia technology, modern educational technology is constantly improved, which plays an indispensable role in modern education and also provides solid support for educational reform. Therefore, this paper summarizes the present situation of higher vocational education teaching, and discusses the advantages of modern educational technology to promote the reform of higher vocational education in China.

2. THE PRESENT SITUATION OF HIGHER VOCATIONAL EDUCATION

Although modern educational technology has been applied in many higher vocational colleges, there are still some problems in its application. Some teachers have insufficient cognition of modern educational technology and do not fully grasp modern educational technology and teaching means. During the teaching period, they just turn the book content into computer courseware and play it through the projector, and seldom add other content. In the process of teaching, students have changed from standing teaching to sitting reading computer screen content. Students lack enthusiasm in class, which seriously affects

the teaching effect. At the same time, teachers use a single teaching method for a long time, the teaching courseware content is not rich, lack of vivability, as time passes, it will cause students visual fatigue and boredom, loss of interest in learning, so the modern educational technology background also has higher requirements on teachers' courseware making ability. The main purpose of higher vocational education is to cultivate professional and skilled talents. Therefore, practical training teaching accounts for more in the teaching process, generally not less than 50%. However, at the present stage, many higher vocational colleges have not taken modern educational technology as an effective auxiliary means in practice teaching, and have not combined multimedia technology effectively in the teaching process, which can not make up for the shortcomings of traditional teaching methods. Therefore, the combination of modern educational technology and practical teaching is the key direction of higher vocational education reform.

3. REFLECTIONS ON HOW MODERN EDUCATIONAL TECHNOLOGY CAN PROMOTE THE REFORM OF HIGHER VOCATIONAL EDUCATION IN CHINA

3.1 A deep understanding of the role of modern educational technology in promoting higher vocational education reform

As a kind of modern education and teaching system, modern educational technology integrates educational thought and theory with scientific knowledge effectively and applies it to teaching practice. Its advantages are reflected in the following aspects:

3.1.1 The application of modern educational technology in the field of education can accelerate the innovation of teaching content, promote the transformation of teaching methods, and gradually change the existing teaching mode, which is a major innovation of educational thought and teaching process [2].

3.1.2 Modern educational technology effectively combines theoretical basis and practical activities in the teaching process, which is conducive to the cultivation of professional talents in higher vocational colleges.

3.1.3 Modern educational technology combines computer technology and network technology to achieve interactive teaching objectives by means of multimedia teaching. On the one hand, it replaces the teacher in the classroom, and on the other hand, it makes up for the traditional teaching mode. In teaching, it can realize the teaching function through a variety of media means, and use the teaching software to guide students to learn and achieve the

teaching objectives.

3.1.4 Modern educational technology can ensure the implementation of advanced teaching methods and improve teaching quality. At the present stage, teaching methods are constantly innovated, and the teaching process is not limited to the classroom, teachers and textbooks, but based on human-computer interactive mode, heuristic teaching and program teaching can be realized to stimulate students' learning initiative, gradually form the habit of independent learning, and well reflect the student-themed education thought. For the differences between different students' understanding degree and learning progress, the teaching courseware made in advance can be more easily controlled, making up for the shortcomings of the traditional education model, enabling teachers to adopt different teaching methods according to the individual differences of students, and promoting the individual development of students. In addition, the modern education technology can meet the requirements of the current higher vocational education to develop students' comprehensive quality, in recent years, the modern education technology widely use in the higher vocational education, encourage innovation teaching methods, teaching form, for the role of the modern education technology gradually recognized, can see that modern education technology will become the important approach to reform of higher vocational education in the future.

3.2 Implement the practice of modern educational technology in higher vocational education reform

Through modern educational technology, the teaching content can be transformed into the form of integrating sound and image, so as to enrich the teaching resources, increase the coverage of the teaching content and improve the attractiveness of the teaching content [3]. Modern educational technology, on the one hand, builds a broad space and time for students; on the other hand, it surpasses the real time, vividly presents the cognitive objects in front of students, and further expands the scope of activities, so as to better display the micro world and huge space things. Through modern education technology, the traditional teaching mode is transformed, and the space occupied by students is continuously increased. The multimedia teaching environment with visual and listening functions can transform the abstract textbook content into the knowledge that students are interested in, create a good teaching environment and achieve the teaching objectives. In the process of learning, the use of multimedia audio-visual function to stimulate the brain of students is conducive to improve the learning effect. In recent years, more and more higher vocational colleges have installed multimedia equipment in the classroom, and guide teachers to make PPT, courseware teaching, the teaching effect has been widely recognized by teachers and

students. For example, in the teaching of aircraft mechanical and electrical equipment maintenance major, on-site pictures and videos can be added into the courseware, and each key technology and operation skills during the maintenance and construction of aircraft mechanical and electrical equipment can be shown to students with the help of three-dimensional animation demonstration, so as to make the difficult teaching content in the teaching process simple and easy to learn. How to optimize the teaching of specialized courses is the key point of higher vocational education reform at present, and teachers and students are the key elements of teaching activities. In the process of constructing a new teaching model, we should break through the traditional teacher-centered model and gradually transform it into diversified teaching forms centered on students. In the teaching process, the teacher mainly assumes the role of the guide, the organizer and so on, creates the learning environment for the student, and actively mobilizes the student to study independently. For example, in the PLC course of mechatronics specialty, the classroom can be transferred to the training room, the training equipment and teaching content are combined, the theory is explained while the practice is carried out, and the computer and multimedia technology is used to complete the simulation operation, the teaching process with students as the main body, improve the learning enthusiasm, so as to achieve the teaching objectives.

4. CONCLUSION

To sum up, with the gradual deepening of higher vocational education reform, higher requirements have been put forward for teachers. As the leading factor of education, teachers should make rational use of modern educational technology, combine network, multimedia and other auxiliary teaching means, actively innovate curriculum design, create a good teaching environment for students, and cultivate more talents to meet the needs of the society.

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Study On the Classroom Construction of Qi Culture Under the Background Of "Integration of Industry and Education, School Government and Enterprise Operation"

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Abstract: Is made with fusion range for the future development of vocational colleges in our country, the school is also the work foundation, government and enterprises in order to achieve the standards, vocational colleges need to constantly improve their education level and ability, continuous transmission of high-quality practical talents for the society, the work is also the important way of cultivating and high-quality talent, is to let the school enterprise line runs through the whole process of education. Collaborative education is the teaching standard of vocational colleges in China at present. Under this background, vocational colleges in China should constantly give play to their own advantages in the process of education, jointly create a mutually beneficial value system, and provide favorable conditions for the development of colleges. In this process, resource sharing is a prerequisite, which can satisfy the coordination between industry organizations and deepen the system of systematic education.

Key Words: Integration Of Industry And Education; School Government And Enterprise; Cooperative Education; Construction Of Cultural Classroom

1. INTRODUCTION

With the continuous development of modern society, the social environment is also changing in the process of development. Colleges and universities shoulder the task of delivering high-quality talents to the market in the society, and are also places to cultivate high-quality talents. Therefore, the principle of college construction is to cultivate talents according to their needs. In the aspect of talent training, colleges and universities should also perfect their own education system and carry out follow-up education work in combination with the content of the integration of production and education. The integration of production and education is the product of the current era, and it is also the development direction and inevitable choice of the major vocational colleges in China. The guideline for vocational colleges in China clearly pointed out in 2011 that major vocational colleges should reform their teaching forms, improve the education system, deepen the reform and actively carry out reform according to their own development requirements. In this process, it is necessary to enhance the cooperation between colleges and universities and major educational institutions, and to improve the exchange and cooperation between them in the form of organization, which is also the reason why the

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integration of industry and education is formed in the later period of China [1-2].

2. DEEPENING THE INTEGRATION OF INDUSTRY AND EDUCATION IS THE INEVITABLE CHOICE OF VOCATIONAL EDUCATION

2.1 Educational development needs

In 2016, China issued the Opinions on the Reform of Talent System and System, in which the relevant regulations of China clearly pointed out that vocational colleges should establish the mode of integration of industry and education and school-enterprise cooperation to train students as a form of talent training. In 2017, China introduced measures to deepen the integration of industry and education one after another, and clearly stipulated the importance of the integration of industry and education again, which required vocational colleges to pay attention to. To sum up, the integration of production and education is the future development trend of vocational colleges in China, and it is also a mechanism to strengthen talent training. On this basis, it is necessary to strengthen the training of technical and innovative talents, so as to promote comprehensive reform.

2.2 Demand for economic development

In our teaching fusion in 2017 suggested that specifically, planning should be combined with education content integration and join the factors of economic development, production and education of talent education support itself, the development of vocational colleges should be combined with the regional development, according to layout problem, to guide the development direction of vocational colleges, combining with the population problem, carries on the education construction. The construction of vocational colleges needs to integrate the contents of the national innovation system and improve the education system in combination with regional development. In this process, an industrial chain should be established, the creation of artificial intelligence subject should be strongly supported, and the talent training mechanism should be improved to provide talents with specific targets for the market.

2.3 Talent training needs

In fact, the integration of industry and education in a nutshell is a combination of vocational colleges and industry. The two complement and promote each other. China is based on production enterprises. In the process of development, the construction of production enterprises has been developing towards the direction of information

technology, and the process of urbanization has also been promoted. With the development of society, the industrial structure has been deepened, so higher requirements have been put forward for talents. In this process, production enterprises strictly require the seamless docking of talents with certain technical ability and innovation consciousness, and talents also need to meet the needs of the society, and they should also have certain characteristics.

2.4 Requirements for professional curriculum construction

With the deepening reform of China's major production enterprises, the industrial structure has also been upgraded, so the requirements for talents have also been improved. In this process, universities should also adjust their own education forms in combination with modern development factors. Therefore, higher vocational colleges should first integrate production and education in the reform process. Later, based on economic development, I will look for the orientation of colleges and universities, adjust various majors on campus, improve the teaching structure according to job demands, and adjust the course content in combination with professional requirements, so as to realize the seamless connection between careers [1].

3. THE CONSTRUCTION PATH OF COLLABORATIVE EDUCATION THROUGH THE INTEGRATION OF INDUSTRY AND EDUCATION

3.1 Construction of school-running mode

Along with the deepening reform, the demand for talent in the companies is more and more big, in the process, in order to satisfy the business enterprise development, to recruit talents put forward higher requirements, mainly for innovative talents and professional talents, and director of the Ministry of Education in our country that can improve the ability of talented person, shall be carried out with the aid of all kinds of education means, for example university-enterprise cooperation, And fusion is the ultimate education a demerit, university-enterprise cooperation to provide their own development direction for the school and students, and also can improve the overall teaching quality and efficiency, combining the market demand, to upgrade teaching structure innovation, the application of enterprise cooperation joint school-running mode, the training of specialists in the field of social need, to pay attention to the practicability of talent. Vocational colleges in the teaching mode innovation, should first analyze the factors of development, according to different regions, first for internal integration, such as make the plan according to the actual situation, combined with the course materials organize teaching activities, improve overall faculty, rich teachers team, follow-up and evaluation, meet the content of the cooperative education mechanism. This process can achieve a win-win goal for both schools and enterprises, and is also the main way to promote the development of the industry.

3.2 Realize platform resource sharing

Made clear that the Ministry of Education related personnel resources to full and efficient use of vocational colleges and institutes, can help the better development of

vocational colleges, and combine the developing situation of the industry as a whole, to reform the teaching contents, on the basis of innovative teaching mode, improve students' ability, especially for professional strong professional courses. Through the application of the mode of integration of industry and education, higher vocational colleges can also solve the internal work problems of employees in enterprises, especially in the aspect of technology, and improve the personnel training mechanism to make it develop harmoniously and advance and advance together. Higher vocational colleges should build a resource-sharing platform based on the industry, constantly share teaching resources and enrich the teachers of the platform. In the later stage, an assessment and evaluation system should be built to evaluate students. The assessment system is the key to the construction of the resource platform and the basis for the evaluation of students' abilities. School-enterprise cooperation adheres to the principle of industry-led teaching content. According to the main body and needs of enterprises, schools lead the teaching content, so as to construct a teaching form in line with the actual development and meet the requirements between schools and enterprises. The resource sharing of the platform should be constructed from two aspects. The first is the construction of infrastructure, which includes the following contents: training base, competition base and entrepreneurship base, thus realizing the open function of resources. Secondly, according to the requirements of enterprises, we should jointly build majors and teachers, propose innovative teaching schemes according to the content of textbooks, and evaluate students' learning achievements through evaluation [2].

4. CONCLUSION

To sum up, with the deepening of education reform in China, vocational colleges in China need to be oriented by the integration of industry and education. According to the development needs of vocational colleges, they need to continuously deepen and upgrade the teaching content, and actively explore the path of the integration of industry and education, so as to provide high-quality talents for the society.

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Mass Mobilization in Anti-Illiteracy Movement at The Outset of The People's Republic of China

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Abstract: Upon the founding of the People's Republic of China, in order to enable the people to read and enrich their knowledge, the Communist Party of China led the Chinese people in a movement of eliminating illiteracy all over China. It aims at fruitful results both politically and economically. These efforts effectively promoted productivity of the society, consolidated the new regime of the people and laid a solid cultural foundation for the transition from the newly-born state into a socialist country.

Keywords: The Outset Of The People's Republic Of China; Anti-Illiteracy Movement; Mass Mobilization

1. INTRODUCTION

The people are the creator of history, and meanwhile anti-illiteracy was of great significance to building socialism in China. In light of the two reasons, a mobilization of all forces and the masses is a must to eliminate illiteracy. Mao Zedong once said: "All communists' speech and actions must be in the best interests of all the people and the highest standard is to be supported by all the people." Therefore, literacy promotion must meet the needs of the people, and adopt flexible and diverse methods to different groups of people.

2. ANTI-ILLITERACY MOBILIZATION AMONG DIFFERENT GROUPS

2.1 Among Farmers

Farmers are a pivotal force in building a socialist country. Vladimir Lenin (1870-1924), once said, "And the economic object of this educational work among the peasants is to organize the latter in cooperative societies." The CPC saw the importance of organization and cooperation, so it mapped out a pragmatic plan to educate the farmers. The peasants are unoccupied mainly in winter. According to specific conditions such as the periods of agricultural production and the current season, educational facilities in this movement established studying groups parallel to production groups, and then educated the farmers in batches and in a planned manner. In this way, education and agricultural production combined with each other and thus better served production. Additionally, on the basis of analyzing specifically of specific matters, education on farmers focused on engaging rural cadres and members and activists of farmers' associations to participate in the study. In order to centralize literacy education, the rural cadres in different villages organized unoccupied farmers to avail themselves of spare time to study together. For those who were unable to join the organized study, village cadres

would set up self-study groups for them to avoid *laissez-faire*, and chose a certain period of time for massive supervision in order to motivate them as well as help those with problems. Many farmers cherished such valuable opportunities to study.

2.2 Among Workers

The literacy of the workers who were employed by factories plays a critical role in socialist industrialization. In urban areas, literacy education concentrated on the spare time of the workers with a complement of grouped intensive learning. It made full use of all available places such as spare-time schools, offices, cultural centers, factories and mine lots for teaching. In some areas, correspondence education is also used to engage cadres and technology workers in factories and mines to study, so that the masses of workers can use their spare time to learn cultural knowledge and science and technology. Since literacy education was closely integrated with specific working condition of workers, it effectively enriched workers' knowledge on arts and science and promoted their skills at work, and thus better served socialist industrialization. Due to literacy education for workers, as of the end of 1954, the number of employees and workers in various parts of the country participating in types of spare-time studies mounted to nearly ten times larger than that of 1949. It can be said that the literacy education among workers and employees in urban areas trained a large number of educated and technology-savvy workers for socialist industrialization. Moreover, it played an important role in advancing technology and increasing productivity, and made great contributions to the building of a socialist country in the beginning of the People's Republic of China.

2.3 Among China's Communist Youth League

The Communist Youth League is an important force that cannot be ignored in building a socialist country. Vladimir Lenin pointed out that "It is the task of the Young Communist League to organise assistance everywhere and be an active part everywhere." The Youth League is a hub of forces of all young people across the country and is naturally the CPC's assistant in the anti-illiteracy movement. Each member of the League, setting an example for others, taken the lead in the movement to study, worked hard and perseveringly increased their knowledge on social and technological science. In the next place, the Youth League assisted the party and the government in promoting the movement and mobilizing the people to study. Based on how much the people had been educated, the Communist Youth League carried out

rich and diverse cultural and artistic activities and took the lead among other sectors in persuading the masses to enroll in school, equipping people with communist theories and guiding the people in study. In addition, the Youth League became one of the main sources of teachers, as the members served as a teacher in the movement. Moreover, the league strongly supported the work of the National Literacy Association. Finally, it also conducted cultural activities with distinctive features in libraries, which helped to promote the educated level of the people.

2.4 Among Women

Literacy has opened the door to knowledge for women in the PRC. Having been casted away from any knowledge, women in the old society could hardly play a significant role in the society. Especially, workingwomen were of low social status for a long time. To end this situation, the CPC Central Committee commanded the National Literacy Association to enroll women in literacy education. Many women both in rural and urban areas actively responded to the call and zealously participated in study. Governments at all levels guided women's federations to take part in the work in order to free women from the ignorance imposed by the feudal society and enable them to unleash their own potential and energy. However, women still confronted some particular problems when they study. In view of those particular problems, the working groups of the movement tailored study programs for those women. In addition, members of the working groups even promised to help them complete study as long as they take part in, which motivated the women a lot. The literacy education for women inspired the ideological consciousness of them and encouraged their enthusiasm on building socialism. Most importantly, it enabled women to play an influential role in the society. For example, in running cooperatives later, women assisted the party's leadership a lot.

3. GAINS OF THE MASS MOBILIZATION AGAINST ILLITERACY

3.1 Consolidating the new-born political power

Firstly, eliminating illiteracy is of great significance for consolidating the new regime and maintaining social and political stability. The literacy school is an important place for the CPC to promote socialist ideas and policies. Illiteracy elimination further strengthened the worker-farmer alliance. Secondly, illiteracy elimination, through subtly imparting the policies and guidelines to the people, contributes to socialist democratic politics and inspired patriotism of the masses. As all the provinces and municipalities were conducting literacy education, they also fulfilled the nation's central task of actively promoting the general line in the transition period. Finally, anti-illiteracy movement cultivated a batch of talents for the country which pushed forward the national goal of building a talent base. At the beginning of the PRC, the anti-illiteracy movement fulfilled the major task of turning a large number of workers, farmers and cadres into the backbone of socialist construction through improving their literacy level.

3.2 Laying a foundation for the economic revitalization of China

First of all, illiteracy elimination ensured the correct direction for national economic tasks. It not only enabled the masses to learn some knowledge, but also boosted work on grain procurement and production cooperation and promoted the general line during the transition period. Second, anti-illiteracy movement created a good environment for the construction of the country and ensured the normal operation of economic and official work. The schools adopted flexible ways in education, which tailored the education program according to the real life situation of the people, motivating productivity of both farmers and workers. Therefore, it can be said this movement motivated the people to work and enriched their knowledge. Finally, literacy has provided impetus for the China's economic development and social progress. Literacy education is conducive to workers and farmers, enabling them to use new technology for production, which has increased productivity for the country as a whole.

3.3 Promoting the building of socialist culture

First of all, literacy education promoted socialist culture. After the anti-illiteracy movement, more people developed deep love for the country and the people. People across the nation actively engaged themselves in various social activities, and many people obtained new jobs and the opportunity to pursue higher education. Secondly, illiteracy elimination provided the masses common ideals and beliefs. Literacy education made the people realize the great significance of socialist transformation, helped them to pursue ideals and beliefs abreast with the times, and stimulated their internal energy to achieve the goals. As Huangfu Jin said, "They realized in order to build a socialist society, they must enrich their knowledge. Therefore, they become more enthusiastic in study." The movement helped to build a common belief for the people on the cause of building a socialist country and promoting culture and education cause. Finally, the anti-illiteracy movement can guide the people.

4. CONCLUSIONS

The relatively high illiteracy rate in the early days of the PRC strongly tells China's backwardness in education then. Adhering to its mass line, the CPC adopted targeted education methods for different groups, which has promoted education of the people. The mass mobilization emerged in the process of the movement became an important form for the party to lead the people in building a socialist country. The wisdom and experience of various tasks carried out by the party in different historical periods, no matter in what situation, will always be a reference for mass mobilization in the future.

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Development Value and Utilization Status of *Xanthoceras Sorbifolia* Bunge

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Abstract: *Xanthoceras sorbifolia* Bunge has a high value of development and utilization. This paper described the *Xanthoceras sorbifolia* Bunge research in terms of development value, introduction and breeding and utilization status. In order to create more social benefits, Some suggestions on the development and utilization of *Xanthoceras sorbifolia* Bunge in the future were put forward.

Key Words: *Xanthoceras Sorbifolia* Bunge; Development Value; Utilization Status; Biomass Energy

1. INTRODUCTION

It is a deciduous tree or shrub and a temperate tree species. It is one of the biomass energy species and woody food and oil tree species that are unique and key developed in China [1, 2].

It is native to the Loess Plateau region, and currently distributed in Liaoning, Henan, Shaanxi, Gansu, Shandong and Inner Mongolia provinces (regions), throughout North China, Northeast China, Northwest China and other regions. Currently, it has about 53, 300 hm² of forest land, including 0.67 thousand hm² of wild forest area. There is the largest and most complete artificial *Xenoceras* pure forest in China in Chifeng area of Inner Mongolia.

It is a precious plant and nectar source for landscaping and landscaping, with beautiful plant type, beautiful color and long flowering time. It is a pioneer tree species for greening barren hills and an excellent tree species for soil and water conservation and sand control. It is easy to be cultivated and can be grown into seedlings for planting or direct seeding for afforestation. The seeds of *Xanthoceras sorbifolia* are rich in nutrition and the kernel is high in oil content, so it is known as Northern *Camellia oleifera* and has high application value [1]. In addition, seeds, pericarp, branches, leaves and so on can be used as medicine, with high nutritional value and medicinal value. It is a wood raw material for furniture and handicrafts because of its good quality, dense texture and durability. 3 years after afforestation, *Xanthoceras sinensis* can blossom and bear fruit, and 15-20 years after afforestation, and the fruiting period can last 130-150 years [3]. Therefore, *Xanthoceras sinensis* has very high application value.

2. DEVELOPMENT VALUE

2.1 Ornamental value

It is an excellent tree species for landscaping and landscaping. The inflorescences of *Xanthocarp* are longer, some up to 30 cm long; The flowers are dense and colorful, white at first, then red and purple at last, with strong fragrance. The flowering period lasts for 20-30 days. It is

a good cut flower variety. Among them, safflower, double yellow flower, purple leaf types have good market application prospects. It is understood that Henan Province has identified two kinds of red flower fruit species, "Flame" and "Yanhong", as superior tree species [2]. Wenguan fruit trees have a wide crown and beautiful tree shape, which can be artificially controlled to create various shapes and have high ornamental value in gardens [4].

It can be used as ornamental tree species for urban landscaping. It is planted in lawns, roadsides, parks, streets, rockery, buildings, etc., to form a landscape forest and meet the needs of ornamental tree species for urban landscaping and tourist attractions. For example, Wenguan Orchard, the largest Wenguan fruit plantation in China, cultivated by the Liaoning Forestry Research Institute, was rated as an ecological leisure attraction by the city of Chaoyang in 2009.

2.2 Edible value

Our country edible oil industry variety is single, woody vegetable oil proportion is little. The oil content of the seeds is up to 21.2%-59.9%, and the oil content of the kernel is up to 66.39% after shelled, which is more than one time higher than that of rapeseed. It can be used as a substitute for some oil crops to produce high-grade edible oil. Therefore, *Xanthoceras* oil can make up for the market demand of woody edible oil in China [1]. Xunguanguo oil belongs to semi-dry oil. It is clear, golden in color and good in quality under normal temperature. The content of unsaturated fatty acids in Wanguan fruit oil is as high as 94% and is easily absorbed by human body. The oleic acid value is 0.52 and the iodine value is 25.8, which meets the national standard of I grade edible oil. In June 2006, a group in Singapore found that the quality of the fruit oil was better than that of olive oil and camellia oil. In addition, the kernel protein content of *Xanthoceras sinensis* is second only to soybean, and contains 19 kinds of amino acids, 9 kinds of mineral elements and a variety of vitamins. Therefore, it can be processed into other nutrient-rich functional food.

2.3 Medicinal value

Xanthoceras sorbifolia has high medicinal value [5]. The pulp (seed kernel) is beneficial to qi, moisten the five zang organs, calm the mind, nourish blood and grow muscle. Seed kernel extract can improve brain function and has obvious effect in treating enuresis of children and dripping urine of the elderly. Branches, leaves and stems can be used as good medicine for rheumatoid arthritis. Fruit shell, leaf, wood extract has anti-inflammatory, anti-cancer, antiviral, improve memory, prevention and treatment of

cardiovascular diseases and other effects. Wenguan fruit oil is sweet, flat, dry yellow water and thrombosis. The protein content of leaves is higher than that of black tea, and the caffeine content is close to that of flower tea. The tea produced has the functions of diuresis, weight loss, hemostasis, sleep aid, lowering blood lipid and eliminating rheumatism [4].

2.4 Ecological value

As the main tree species for ecological protection and restoration in Hexi Corridor, *Xanthoceras* sp. is of great importance in adjusting the industrial structure of characteristic seeds and seedlings in sandy areas [6]. The root layer of *Xenoceras glauca* is thick, the root system is huge, and the root system is deep into the soil layer, up to 1.2 meters. The root tiller ability is strong, and it can withstand cold, drought and barren, and it grows well on sandy soil. It can grow normally in mountains, hills, shallow hillsides, calcareous alluvial soil, fixed or semi-fixed sandy land, and even in rock crevices. It is a pioneer tree for soil and water conservation, sand prevention and control, greening barren mountains and improving the environment in arid areas [7, 8]. In 2017, Shanxi Province proposed to expand the use range of *Xanthus rubifolia* in afforestation of barren hills in Taihang Mountain.

It plays an important role in purifying the environment. Its leaves can adsorb lead and cadmium, and can purify heavy metal ions in the air. Therefore, *Xanthoceras sinensis* can be used as an indicator plant for air pollution.

2.5 Biomass energy value

Based on the distribution pattern of woody oil plant germplasm resources and the establishment of biomass energy strategy in China, the breeding research, development and utilization of *Xanthoceras sinensis* are faced with great opportunities. The north of China is an important area for the development and popularization of *Sanguaria sinensis*. In terms of biomass energy species, *Xanthoceras glauca* can be divided into fruiting *Xanthoceras* and ornamental *Xanthoceras glauca* [9]. After hydrolysis and methanol esterification, *Xanthoceras* canola oil is transformed into biodiesel, which becomes a kind of excellent biomass energy. The biodiesel prepared from the oil is high in hydrocarbon and lipid composition, of which 18C hydrocarbons account for 93.4%, and the oil is free of environmental pollutants such as S and N, which meets the current high quality biodiesel indicators and environmental protection requirements, and is suitable for the production of biodiesel as raw material [10]. Therefore, *Xanthoceras sinica* is valued by the country and many large energy enterprises, and is designated as one of the "biomass energy forests" by the State Forestry Administration.

Now the technology of extracting diesel oil from *Xanthoceras sinensis* has become mature. The optimum reaction temperature was 65°C, and the reaction time was 120min. The optimum reaction conditions were as follows: the amount of catalyst was 1.2% of oil weight, the molar ratio of alcohol to oil was 8:1, the optimum reaction temperature was 65°C, and the reaction time was 120min. Some scholars believe that the amount of catalyst, molar ratio of alcohol to oil, reaction temperature and time will

affect the content of fatty acid methyl ester in the final biodiesel. Through infrared spectrum analysis and performance index analysis, it was found that the main performance indexes of the biodiesel from *Xanthoceras sorbifolia* were close to those of diesel in China.

3. STUDY ON SEED INTRODUCTION AND BREEDING

Due to the long-term wild state, extensive management and extensive logging, it is impossible to find the excellent single plant. With the support of the national policy, experts and scholars in many areas of China have carried out a series of breeding work successively since the middle of 1970s. Some scholars have analyzed and studied the genotype, seed embryo and endosperm formation process of *Xanthoceras sinensis*, providing basic cytological materials for the breeding of *Xanthoceras sinensis* [11]. In 2008, a research institute in Gansu Province established an experimental and demonstration base for the breeding and breeding of *S. glauca* fruit seedlings, seedlings and seeds from Henan, Qingyang, Gansu, Inner Mongolia and other places. After several years of observation, compared with the original place of origin, the introduced and bred seedlings of *Xanthoceras sinensis* have stronger adaptability to the environment, resistance to diseases and insects, cold injury and drought. In recent years, Chinese Academy of Forestry, Tongliao Academy of Forestry, Xinjiang Academy of Forestry, Ningxia Academy of Forestry, Shanxi Academy of Forestry, Liaoning Institute of afforestation in Arid Areas and other scientific research institutes have all established breeding bases of *Xanthoceras sorbifolia* in their respective places to undertake scientific research work such as selection and breeding of superior varieties of *Xanthoceras sorbifolia*, and have successively selected and bred excellent and high-yielding individual plants [12-18]. Hehuang basin of Qinghai Province, Luochuan of Shaanxi Province, Hao County of Henan Province, impact fan and diluvial plain of Xinjiang Province, Guannan of Jiangsu Province and other areas have been successfully introduced. In 2019, China solved the problems of "survival difficulties in transplanting" and "one fruit per thousand flowers".

4. USE THE STATUS QUO

At present, Northwest China, Henan and Liaoning are in the leading position in the development and utilization of *Xanthoceras sinensis*.

Gansu Jingyuan Wenguan fruit science and technology research and development and achievement transformation in the domestic leading level, through the Wenguan fruit breeding demonstration base platform has accumulated Wenguan fruit cultivation, edible oil processing, fruit tea, health pillow, pharmaceutical and other technology research and development more than 20, 2 registered trademarks, 3 organic products. In 2018, "Jingyuan Wenguan Fruit Oil" was awarded the National Geographic Indications Protection Product. In 2019, Jingyuan County was awarded the title of "Hometown of Wenguan Fruit in China". At present, Jingyuan County has explored and implemented the industrial organization of "association + leading enterprise + cooperative + peasant

household" with Wenguanguo as the leading role, forming a characteristic industrial poverty alleviation mode, which has driven more poor peasant households to increase production and income [7].

In Zhangye, Gansu Province, under the two-way drive of large-scale cultivation and base construction, demonstration and promotion, farmers are effectively driven to plant Sangguancuo. It has promoted farmers' income increase, improved the ecology, controlled the barren hills and slopes, and improved the ecological environment, which has also become an important new way to solve the problems of "agriculture, rural areas and farmers".

Jiyuan, Gongyi and Sanmenxia of Henan Province have successively built a number of *Xenoceras* fruit cultivation bases, with a planting area of 700hm², including nearly 100hm² demonstration bases. A number of large seedling and planting households of *Xanthoceras* have emerged, a number of efficient cultivation bases of *Xanthoceras* have been built, and series product development of *Xanthoceras* has been carried out [2].

Since 2008, Liaoning has begun to develop the planting and deep processing industry of *Xenocorus* fruits through the greening of barren hills. At present, 20 energy forest bases have been planned and built, and more than 400, 000 mu of new energy forest has been built [4].

Ningxia tongxin, HongSiBao area since 2014, the original state, relying on emigration region ecological restoration and replanting on returning farmland to forest project, will develop crown fruit as ecological economic forest and people out of poverty, to carry out the promotion plant, is currently in tongxin, HongSiBao area and southern mountains of evaluation planting crown fruit 15200 hm² [1]

5.CONCLUSION

Reasonable and sufficient development and utilization of *Xenocera* fruit resources is of great significance for accelerating land greening, improving oil supply capacity, helping farmers to get rid of poverty, and promoting the construction of beautiful China. At present, the application of *Xanthoceras* in China is mainly for the greening of barren hills and gardens, but the propaganda of economic benefits of *Xanthoceras* is not enough. People's lack of understanding of *Xanthoceras* and its industry, the lack of scientific and technological research and development, the lag of seed selection, the small investment of government funds, the small size of the base leading enterprises, the shortage of industrial chain, the slow development of the industry, resulting in the poor economic benefits of *Xanthoceras*. In the future, China should strengthen the following aspects in the development and utilization of *Xanthoceras sinensis*.

5.1 Strengthen the management of improved varieties cultivation. To improve the technical level of cultivation and production management of *Xanthoceras glauca*. At present, most of the *Xunguan* fruit is extensive management, and the cultivation is mainly carried out by seedling propagation, which causes genetic variation, resulting in the uneven quality of the fruit and low economic benefits. Therefore, according to local conditions, speed up the construction of *Xanthoceras* base,

vigorously promote high-quality provenances and varieties, to ensure the production benefits of *Xanthoceras* industry.

5.2 Strengthen scientific and technological support. On the one hand, we should strengthen investment in science and technology, focusing on solving technical problems such as seedling breeding, variety renewal, popularization of standardized high-yield cultivation techniques, disease and insect control, so as to improve the yield of *Xanthoceras* fruiting. On the other hand, enterprises are encouraged to strengthen independent research and development of products, and take advantage of the rich amino acids, trace elements, vitamins and unsaturated fatty acids in the fruit to launch a series of products such as food, medicine and cosmetics. Accelerate the research of new resource foods such as kernel, shell, stalk and leaf, and carry out in-depth analysis of nutritional composition and health function research, so as to promote the development of the whole industrial chain of *Sanguan* fruit. The fruit peel contains furfural, so it is also an ideal raw material for extracting furfural, an important industrial raw material.

5.3 Government should strengthen support. The government has made great efforts to cultivate leading enterprises, promote the orderly development of the industry, accelerate the improvement of the industrial structure model, and encourage and support large-scale enterprises to invest and set up factories to develop *Wenguanguo* industrial series products and further extend the industrial chain. We will actively guide enterprises and large households to transfer land contracting and management rights, expand the planting scale of *Xunguanensis*, and build standardized demonstration bases. The use of media and a variety of network channels to promote *Jingyuan Wenguan Guo*, enhance the popularity of *Jingyuan Wenguan Guo* at home and abroad, reputation, to build *Jingyuan Wenguan Guo* brand. At present, only primary products such as edible oil and tea of *Wenguanguo* are marketed. We should encourage active and powerful leading enterprises, cooperatives, family forest farms and other new types of forestry management subjects to participate, take the road of intensive, large-scale and professional development, speed up the construction of seedling base, and ensure the resources of industrial development.

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Martin Eden And American Literary Marketplace

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Abstract: American literary marketplace was developing very rapidly in the late 19th century and the beginning of 20th century. With closely investigating the historical background of Jack London's creating the novel *Martin Eden* and Martin's career pursuit and his ups and downs, this paper intends to analyze the conflicting relationship between literary marketplace and writers as well as their works, so as to inspire more thoughts on its dual relationship and provide some new perspectives to the further studies in this field.

Key Words: *Martin Eden*; Literary Marketplace; Writer; Works

1. INTRODUCTION

Despite of the large amount of criticism about Jack London, critics have not yet given sufficient consideration in his novel *Martin Eden* published in 1909. Critics have variously considered it to be his best book or his worst book. This paper intends to examine the great influence of literary marketplace in *Martin Eden*. Here, the concern is with the novel as historically more than biographically revealing. Since this novel is written at the turn of the 20th century and fully reflects the status quo of American literary marketplace in that period, this paper will retrospect the history of literary marketplace and assume that the clash between the emergence and development of literary professionalism and the vocational anxieties enables Jack London to examine the "struggling writer idea" in writing *Martin Eden*. My analysis is focused on the argument that Martin hold strong desire for writing the beauty and truth despite the oddities of taking writing as a career in his times. However, Martin's ambition to become successful forces him to adhere to the laws of literary market place which overrides his pure artistic pursuit of the real. While spiritual nausea and class alienation have robbed his life and his highest art of all value, committing suicide is the complete and inevitable action for Martin.

2. THE DEVELOPMENT OF LITERARY MARKETPLACE

In *Culture and Society*, Raymond Williams demonstrates that the subjection of art to the laws of the market, and its consideration as a specialized form of production subject to much the same conditions as other forms of production have been prefigured in much late eighteenth-century thinking, and the new conditions of specialization of artist, whose work, as Adam Smith says of knowledge is purchased in the same manner as shoes or stockings. Furthermore, the commercial revolution of the nineteenth century turns all things beneath its touch into glittering commodities, including some which might at first sight seem unlikely candidates. In William Dean Howells' essay

on "The Art of the Adsmith", an imaginary dialogue between the author and an adsmith suggests the sacred Word has become an object manufactured and sold like anything else.

What are the causes of the fast development of American literary professionalism that bring about the increasing participation of art and literature in general, in the commercial side of nineteenth-century life? According to Rachel Bowlby, first, the mechanization of printing and typesetting processes and the vast reduction in the cost of paper production are the enabling conditions for the development of mass-circulation newspapers and magazines, as well as of the serial publications containing exclusively parts of unpublished novels. American publishers produced cheap editions of complete books, as in the dime novels of second half of the century. Book production was becoming a modern, rationally organized industry.

Second, the complex great changes in transport may serve as a bridge between the economic and the social factors relating to the growth of the literature industry. The introduction of steam-powered ships, the construction of the railroads increased both the speed and the extension of distribution facilities, so that journals and books printed in the capital could profit from markets much further places. The greater physical size of the United States rendered such centralized operations impracticable, and this is part of the reason why publishers there experimented more with lightweight, low-cost editions, often sold by traveling salesmen rather by booksellers with fixed premises. If new forms of transport contribute to changes in the production and distribution of books, they are also significant in the emergence of new social conditions for the consumption of literature: the industry is affected by the passenger as well as the freight side of the new lines of communication. Unlike its more bumpy precursors, the railway journey is a relatively comfortable experience. It offers a limited period of free time ideally suited to the reading of a novel, preferably in the form of a personal copy rather than a cumbersome library edition. The market for cheap railway novels thus ultimately works against the three-decker, in that it favors a shorter, cheaper and lighter (in both senses) product.

New and faster transport thus accelerated changes in the marketing of printed matter and in the sociology of reading. Its significance is a good gauge of the extent to which literature, far from remaining within a tradition of durable, leather-bound volumes, is becoming a matter of high-speed turnover and novelty, of up-to-datedness and temporary distraction. The expansion of elementary education and the parallel increase in literacy in America

mean a huge rise in the number of potential readers. Measurable strides in literacy rates and education in the 1880s and 1890s undoubtedly expanded the available audience of mass industries of print; public high schools alone had tripled in number in the latter decade. Libraries also grew in numbers and were modernized in these years which produce for the first time a working-class market for newspapers and books. Owing to reductions in the length of the working day, reading is a consideration in the publication of literature aimed at working-class readers. But large expanses of leisure time are more an attribute of the middle classes, until this time the chief consumers of marketed written material. Certainly, the affluence of middle-class readers after 1900 laid fertile ground for magazines and newspapers which sold goods as well as ideas. During the course of the century their numbers, like those of the literate working class, rise rapidly, so that the reading public is expanded at this level too. Writing in general, with sophisticated methods of printing and distribution and a vastly expanded market of potential readership, is becoming a modern commercial enterprise. Christopher P. Wilson also points out that a new combination of market forces has come into operation, and the literature produced for that market is directly shaped by it at the turn of the century. During the three decades after 1885, which Wilson calls as the Progressive Era, the mergence of social and cultural history of the mass literary marketplace supplies great possibility of earning an independent living merely by writing. "Men of letters" cease in the main to be gentlemanly dilettantes, and form a new class of professional writers entering into financial contracts with the publishers and editors who want to print their work. Howells makes this connection explicit in his essay "The Man of Letters as a Man of Business": "Economically, [artists] are the same as mechanics, farmers, day-laborers." Wilson thus comments on American literary professionalism:

During the Progressive Era the American marketplace of words finally achieved a fully national reach and modern structure. A vital link in the broader communications and managerial revolutions, the literary market became a potent medium for the dissemination of cultural messages... And finally, on the heels of International Copyright passage in 1891, marketing wizards like Frank Doubleday, George Brett, and Walter Hines Page transformed the book industry into a best-seller system which allowed American authors to consistently better their European counterparts for the first time.

The vocational anxieties, however, had persisted even as the literary market subsequently underwent its first major period of growth, culminating in the 1850s. many of the authors commonly read today whose careers had been situated in these years---Hawthorne, Emerson, Thoreau, Melville---had been highly skeptical of the market's tendencies. The distrust often degenerated into bitterness, and bitterness into the disengagement. The highly individualistic reform faiths of the antebellum period often reinforced the mythic ideal of a writer who was the "moral and aesthetic counterpart of the ideal free entrepreneur". Morally and intellectually, the writer

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thought of himself as prior to society. In so many cases, as Emily Dickinson wrote, the writer's soul selected its own society. "Thou shalt lie close hid with nature", and Emerson commanded his disciples, "and canst not be afforded to the Capitol or the Exchange." In a sense this transcendent configuration was the American version of the Romantic ideal that had taken hold among British intellectuals. British Romantics had reconceived art as a matter of autonomous "genius", a matter of an inspired calling. Literary endeavor had not only continued to presuppose leisure; indeed, art was counterpoised against mere "industry". As the more polemical statements of Progressive-era professionals would reveal, this reverence for "genius" had perhaps been the principal obstacle to full professionalization. The divorce from the ethos of work served only to deepen the sense of internal expatriation brought home by the instability of literary livelihood.

3.THE COMPOSITION OF "STRUGGLING WRITER IDEA"

Indeed American writers like Jack London have tried throughout their careers to give due place, if not simultaneously, then alternately, to both the demands of the marketplace and the requirements of their genius. In the space of a mere five years London rose from wharf rat and journeyman laborer to nationally known celebrity, well on his way to becoming American first millionaire-novelist, a writer of over forty published books, and innumerable articles in a nineteen-year career. Jack London has tortured deep sufferings between his artistic inspiration and the acquiescence to outside expertise and editorial advice. He always distinguished between his hack work and his serious fiction, and more than once he insisted on a two-tiered conception of his best work: the superficial narrative line aimed at the mass audience, and the "deep underlying motif" that would be understood by "only a few".

While dangling in the struggle between writing what the public would buy and writing to please himself, it came to London's mind to conceive a novel in perspective the two strands of his career as a writer: the serious artist, contemptuous of the values of the marketplace; and the literary entrepreneur, endeavoring for commercial success before all else. Charles N. Watson, Jr. has given very specific exploration concerning the genesis and creation of *Martin Eden* in his scholarly work *The Novels of Jack London: A Reappraisal* as well as his article "The Composition of *Martin Eden*". In mid-July of 1907, defending the publication of his tramp reminiscences in *The Road* (1907), London foreshadowed indirectly the backward glance he was about to take in *Martin Eden*.

Curiously, however, when he wrote this letter the new novel was not even in his mind. Nor apparently had he given it any thought during the outward voyage in his luxurious ketch *the Snark*. On May 28, shortly after his arrival in Honolulu, he wrote to George Brett, pleading for an advance of \$ 5000 and supporting his plea with a list of potential moneymaking book manuscripts completed, in progress, or projected. Three finished manuscripts, he said, were already in Brett's hands, four others were in various stages of completion, and three more were planned, though

two of these never materialized. Obviously, London was pulling out all the stops, mentioning any book he might conceivably write in order to convince Brett that Macmillan could not lose by sending the money. Nowhere, however, does he so much as hint of *Martin Eden*, though he had every reason to do so if it had been even remotely in his mind. There was still no word of it as late as July 11, when he wrote to thank Brett for the advance.

According to Watson's logical analysis of London's conceiving *Martin Eden*, the idea to write an autobiographical novel, based on his beginning as a writer and his early infatuation with Mabel Applegarth, thus came upon him quite suddenly in late July. Yet the impulse was not new, for among his papers can be found several hints of what he came to call the "struggling writer idea". His Post-Klondike Notebook contains a note for a "Novel on Literary Struggles"; and two related sets of notes, almost certainly composed in 1902 or 1903 during a time of disillusionment with his first marriage, expand the idea in such a way as to foreshadow the main directions of *Martin Eden*. The first set, from some notebook emphasizes the gradual destruction of love and artistic idealism by a crassly materialistic society:

Goes into the world---the gradual loss of his art and prostitution of his talent to meet present literary demands, insensibly this works on his ideals and he sees the horny side too much; becomes cynical, pessimistical; her daughter; he loves her; some of their correspondence, she is troubled to see how strained in soul he is, and begs him to not grow bitter (some sort of a misunderstanding arises) [;] his bitter responses; she loves him [,] tries to bring out the best in him. The misunderstanding (no sympathy, he believes) [,] lapse of several years---more than successful but marries the wrong woman. Revisits mountain home again---the passion, he falls face down on Eagle Peak, where he had stood years before with her mother; the truth unveils as it did before, clarified vision, he sees it all---she shows up at this juncture in the hour of her weakness, would surrender all, but his real self is awakened, breaks the bonds, he will not [resume the affair] (though he is astounded at it); reversal of positions, he counsels. We will get rid of his wife somehow.

One further set of notes, of later vintage, is a "plot for play/tragedy", in which London carries some of the same motifs closer to their final form in the novel:

The struggling writer idea, only make it poetry---perhaps, after all, make it a short-story-writer, or an essayist.

First act---

Splendidly enthusiastic---his attic---landlord demanding rent. Returned manuscript brought in by landlord (maybe letter-carrier), ---Bills, duns.

Feels for watch---in soak [i.e. at the pawnshop]. Typewriter in soak. Overcoat in soak.

Have him cooking some potatoes (nothing more to eat). Also dressed in rags.

Visitors---the Uncle, rich, who will not tolerate his writing, but will give him a good job; otherwise will not allow him to come to his house.

Girls he loves, also does the same, that is, advises him to go to work. Will have nothing to do with him otherwise.

Friend, who advises him to go to work.

Second act, ---complete success. Culmination of success, in love, in everything.

Love scene---"But why do you love me?"

She talks [off] his fame, etc.

"I am unchanged. All that I have written was already written the---why, why?"

Uncle cannot do too much for him, cannot have him at the house too much. Money, presents, etc., but why, he demands...

Third act, ---the last scene with the girl he loves, in which he is strangely cold, or else desires to break off the engagement.

A comparison of these three sets of notes reveals London's gradual refinement of the "struggling writer idea". Each set deals with the clash between an idealistic young writer and an uncomprehending philistine world. Thus, once London had decided in late July of 1907 to shape these ideas into a novel, he had behind him nearly five years of reflections on his struggle for success as a writer. In his voluminous working notes, he sketched characters and scenes, and tried out bits of dialogue. *Martin Eden*, as London was fond of stating, was a version of himself. Yet he took many liberties with the facts of his own life, rearranging some events, and omitting others. With his own at-hand experience, his great purpose of conceiving *Martin Eden*, his surrogate, is to sketch the struggling process of becoming a writer in that progressive era and explore how literary marketplace destroyed writers' artistic ideals. Out of such oppositions---high art and hack work, illusion and reality, spirit and flesh, life and death, being and nothingness---comes the double vision that energizes London's *Martin Eden*.

4.THE LITERARY MARKETPLACE IN *MARTIN EDEN*

Along with the fast development of literary marketplace, writing has really become a profession, a trade and a career at the turn of twentieth century. When Martin meets Ruth for the first time, he is directly led to the literary world by her. At that time Martin hopes he could appreciate the truth exposed in literary pieces and gain the love of his angel. But it is when he ships on a deep-water vessel for San Francisco and becomes overwhelmed with the South Seas beauty that he realizes the burning desire for writing in him: "The creative spirit in him flamed up at the thought and urged that he recreate this beauty for a wider audience than Ruth. And then, in splendor and glory, came the great idea." (67) Thus, he is so determined to follow this way of living despite the rejections of others and refuse any job supplied by the Morses. Obviously exposing the truth and beauty of life is the essential motivation of writing. Writing is the fire and vital thing in himself. Even though *Martin Eden* "was by nature powerful of thought and sensibility, and the creative spirit was restive and urgent" (15), in an era when writing becomes a trade and writers are so much better paid, it is reasonable that Ruth strongly disagrees Martin's plan of taking writing as his occupation and believes that he can never win in this competition due to his lack of formal apprenticeship and practice in writing. Martin has no

regular grammar training and does not equip himself with those necessary qualities of becoming a writer in the eyes of the Morse family. Before he meets Ruth, he has never been to a library and is an uncouthed man talking a lot of slang she does not comprehend. He lacks of education and should go back and finish grammar school, and then go through to high school and university according to Ruth (73). Even his loving sister Gertrude suggests him to get a job and steady down. Nobody had faith in Martin's writing except himself. However, with extraordinary self-discipline and determination, he educates himself to achieve his goals. Martin once claims: "I seek to do what men have done before---to write and to live by my writing." (237) This very special historical era traps Martin, who has strong confidence and ambition in writing, in deep conflict and embarrassment.

Martin wants to be famous so that he can achieve a steady income and status and marry Ruth afterwards. After countless rejections of his manuscripts Martin begins to realize his artistic ideal is greatly conflicted with the rules of literary marketplace. With so hard apprenticeship to study grammar and improve diction, the newspapers and magazines still do not accept his poetry and stories which are full of vitality and reality. However, "he was amazed at the immense amount of printed stuff that was dead. No light, no life, no color, was shot through it. There was no breath of life in it, and yet it sold." (102) At first he doubts the fact and distrusts the editors as the real men:

They seemed cogs in a machine. That was what it was, a machine. He poured his soul into stories, articles, and poems, and intrusted them to the machine... there was no human editor at the other end, but a mere cunning arrangement of cogs that changed the manuscript from one envelope to another and stuck on the stamps. It was like the slot machines wherein one dropped pennies, and with a metallic whirl of machinery had delivered to him a stick of chewing-gum or a tablet of chocolate. It depended upon which slot one dropped the penny in, whether he got chocolate or gum. And so with the editorial machine. One brought checks and the other brought rejection slips. So far he had found only the rejection slot. (103)

Martin suspects, and becomes irritated, but his readiness to sacrifice all superfluous activity in order to achieve success makes him complicit with the forces of literary marketplace and he consciously adheres to the law of literary marketplace. He finds that the manuscripts should be "typewritten" (82). When he reads his story to Gertrude he knows that the working-class readership prefer happy endings. Meanwhile he notices the "easy forms of verse – the kind he saw printed in the magazine" (83).

Rachel Bowlby rightly points out that the fashion is "arbitrary" and "unqualifiable" and that "quality is not immortal, but the stuff of transient social tastes". (94) This is echoed with Berman's statement: "Once the work is done they [artists] are, like all other workers, separated from the products of their labor. Their goods and services go on sale, and it is the vicissitudes of competition, the fluctuations of the market, rather than any intrinsic truth or beauty or value---or, for that matter, any lack of truth or beauty or value---that will determine their fate." (117)

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Martin also sees his own role as some kind of speculator-or gambler-in the literary marketplace, a suggestion that is reinforced by his "wager" with Ruth that he will succeed within two years, or abandon writing (165). Martin makes an investment in the publishing machine, and it is out of his control whether he will make a profit or a loss. In this respect, he becomes a kind of shareholder in his own product, which he invests in the market of words where it competes against other goods, each in turn invested by other writers. Martin is able to increase his chances of profit by refining his fiction, that is, by studying the "principles" of accepted magazine stories – but finally "success" is a matter of chance. When Martin does eventually become famous, and all his work is accepted, it is not because he has stumbled on some Midas-like formula for turning words into gold. As he realizes, in a repeated refrain, what now sells is "work performed". Instead, he reaps an enormous return on his investment because he is now the "fad of hour", a result of the "sheer jugglery of fate" (308).

Martin Eden is a shrewd speculator favored by the arbitrary chance and his success is the result of a good investment a long odds. Christopher Gair thus concludes that "the convergence of Martin's literary style, the attention of the critics, and the interest of the fiction-buying public, results in his work becoming exposed to a wide readership". (141) The subsequent "landslide" is merely a result of what Martin identifies as the "herd-instinct" of the vast majority of readers, who "worship at the shrine of the established" (176).

The Shame of the Sun starts Martin's fame by chance. His heaped manuscripts are published soon when the whole public direct their whole attention to him. This is confirmed by the critical comment given by Said: "However much the author demurs at the publicity he or she receives, once the text goes into more than one copy, the author's work is in the world and beyond authorial control." (31) Knowing that *The Shame of the Sun* has been the cause of his success more than the staff he has written" (290), Martin is deeply tortured by the "howling paradox", as Jack London names, "how and in what fashion must he [the writer] sing the joy of his heart that the printed speech thereof may bring him bread?"

Surely Martin suffers from a feeling of alienation not only from both of the oppositional classes he encounters, but also from himself. In life Martin can find no way to save himself. He can derive no satisfaction from fame, for he has no respect for the crowd that's made him famous by acclaiming him. They could not want him now for himself or his work, but the fame and recognition that is his, because he now is somebody amongst men, because he has a hundred thousand dollars or so. That is the way bourgeois society values a man. He desires to be valued for himself, or his work, which is an expression of himself. That is the way Lizzie values him. The work, with her, does not even count. She values himself... The middle-class values him for his fame; his former working-class chums value him for a self he no longer feels himself to be. He is haunted by the vision of that old self more and more. His split identity becomes untenable to the point he

believes he does not exist. The fragmented roles of “artist” and professional writer, craftsman and businessman, private citizen and public celebrity, prevent the possibility of a unified subject emerging within the sphere of capitalist life. Martin’s solution to the dilemma he faces, is to seek to escape the market entirely. However, his attempt to leave capitalism behind depends on his success in the capitalist marketplace. In order to purchase the valley and bay in the Marquesas, Martin decides to “play out” the game...in the United States” and “take a sackful of [money] into the South Seas” (311). In addition, his plans for the future suggest less an abandonment of capitalism, than a reinscription of himself within its boundaries. In fact, he imagines himself as an imperial captain of industry, assuming a degree of power no longer possible within the largely incorporated United States:

In order to sell his work, Martin has to internalize the laws of both production and consumption. The alternative is to follow the example of Martin’s friend Russ Brissenden, who realizes that the only way to keep his art “pure” is to keep it to himself. He warns Martin that selling fiction to the magazines is akin to “prostitution”, published with a “nauseating” display of “cheapness of vulgarity”, offers a perfect demonstration of the loss of authorial control that ensues once a work is in the world. Martin strongly believes that his work means something and reflects the truth and beauty, thus he reasonably proves Brissenden’s contention that “nothing of merit found its way into the magazines” (327) has been wrong. However, he has a feeling that Brissenden has been right somehow. His “work performed” once refused time and time again and suddenly is all published and widely read by the complacent bourgeois society as well as the hundreds of thousands of mob. Martin knows that “The Shame of the Sun” has been the cause of his success more than the stuff he had written. It is incidental, whether the public fawn or fang him and his work performed, “it was all a matter of chance.” (328) Probably Martin suddenly realizes the reason why he later could dispose of all the bunch of manuscripts is that the narrow public chance to take his work meaningless and own none of the real value. That’s right. Reasoning thus, Martin gradually gets disillusioned about the magazinedom and American literary marketplace which renders a disgrace and treason towards his work and his pursuit of truth and beauty. The very thought of setting his pen maddens him and he totally loses the interest. Brissenden’s death shocks and awakens him from the fanciful illusion.

5.CONCLUSION

Martin Eden’s picture of the South Seas offers a paradise of his weariness, however, he never realizes his dream, and the novel’s formal closure comes in the very different form of Eden’s suicide. It is ennui that leads Martin to feel strangely detached from the world around him. The implication in that his sickness is one of the waste products of the new market system is therefore historically specific. This diagnosis appears to be confirmed by the reference to ennui by Fredric Jameson, in “The Vanishing Mediator” (1973). Jameson realizes that “ennui is itself a historical phenomenon”, which he describes as, “Not so

much a form of suffering as an absence of feeling in general, one in which, in a psychic atmosphere as windless and impassive as a Victorian interior, only the passage of time itself is Registered, in the absence of any real activity. The fundamental gesture of ennui is not revolt but renunciation...(3)” When Jameson goes on to suggest that ennui “is not a primitive but rather a very sophisticated reaction, ...something that happens to intellectuals, “ and identifies it as ‘the weariness of the intellectual specialist, who knows the how so well that he comes to doubt the why, “ he describes a condition identical with Martin’s chartless and rudderless life. The separation of ends and means that Martin experiences, and the mechanical metaphors in which he regards his life and writing lead Martin to mirror Jameson’s description of the sufferer who sees “activity as pure technical performance without intrinsic purpose or value.” (6)

Christopher Gair sees Martin’s suicide as “a victory over the capitalist marketplace, at the cost of his own existence” (149) yet the so-called triumph sounds most hollow while it dawn upon us that Martin, an ambitious individual and a final disillusioned individualist, sacrifices his precious life in the bloodless literary marketplace which goes on publishing large amount of rubbish and tramping writers who solely and piously service truth and beauty like Martin. He fails to resume his identity in the alienation thus grows tired of life and his ideal. Martin’s existence and suicide is a complete failure which does nothing to transform the world that produces grayness and drabness in the first place. Howells has exposed the sacrifice of the artist trapped in the struggle between his artistic ideal and literary marketplace like this: “In so far as the artist is a man of the world, he is less an artist, and if he fashions himself upon fashion, he deforms his art.” (34) Martin does die without any fear, but not as a businessman. Committing suicide is a best testification of his ultimate pursuit and defense of the pure artistic ideals in the way of giving up his involvement in the literary marketplace. The vain gains in the roaring literary marketplace mean nothing for him for he cannot rescue himself out of the painful dilemma.

S. T. Coleridge has given an emphatic injunction at the earlier stage of the commercialization of art to prospective young writers in his profound work *Biographia Literaria*, “NEVER PURSUE LITERATURE AS A TRADE.” (152) Similar assumption that lies behind this statement is art should not inhibited or contaminated by association with the male writer’s need to earn a living amid what Howells calls “the grotesque confusion of our economic being”. Evidently in modern life Howells believes “business is the only human solidarity”. No wonder then, perhaps, that there should be “no...positive and obvious necessity for the higher sort of fiction.” Business is the frame of reference, the first principle, and it is only in its terms – financial or logical – that the anomalous qualities of “higher” art can be proposed. Quality is not immortal, but the stuff of transient social tastes as Rachel Bowlby states: “it [quality] is measured not by detachment from the money-making world, but by its capacity to command a bulk buster price outside the normal scales.” (94)

Thus quality shows up only as the other side of a monetary coin of earning capacity. Martin Eden who turns out a well-known cultural elite from an impecunious literary laborer has painfully suffered from the conflict between the creation of art and the dreadful laws of literary marketplace. Artistic and literary production has unquestionably become part of the general commercial fabric of the material world since nineteenth century. However, the uniqueness of the writer is a literal fact, and most probably he will suddenly become a dazzling star so long as his artistic uniqueness happens to be identical with the capricious mass taste, after all writers are unlike upholsterers or undertakers in that no two product bear full resemblance.

Writers themselves, certainly are very interesting to the public, on whose goodwill their livelihoods depend, as unique personalities, not as social critics or as the representative types. The question of popular taste and celebrity posed by the novel *Martin Eden* is one of many artistic and economic dilemmas afflicting the unacknowledged as well as prestigious writers. Regretfully Martin Eden is too obsessed with his uniqueness to maintain the sound sense of life and truth even though he does compromise himself a little to the literary marketplace. Nevertheless, the nature of art or artistic production is not something that can be considered in isolation, but only with regard to the contemporary commercial order of which it is a part.

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The Mediating Effect of Emotional Intelligence on Job Performance and Job Stress

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Abstract: Work pressure is common in the workplace. If the work pressure is too large, it may cause the psychological burden and negative emotions of the workers, which will have a negative impact on their work performance. This paper will study the mediating effect of work pressure in the mechanism of emotional intelligence affecting job performance, hoping to strengthen the emotional intelligence training of employees, reduce the negative impact of work pressure on employees to the greatest extent, and improve their job performance.

Key Words: Emotional Intelligence; Working Pressure; Job Performance

1. INTRODUCTION

Work stress refers to a series of negative emotions and negative behaviors such as anxiety, tension and confusion caused by staff's inability to grasp their emotions due to certain threats or opportunities in the workplace. In modern society, with rapid economic development and fierce market competition, every employee is burdened with important responsibilities and pressure. If these negative effects cannot be resolved in time, the performance of employees will be seriously affected.

2. OVERVIEW OF EMOTIONAL INTELLIGENCE

Emotional intelligence, namely EQ, is an important factor in measuring a person's spiritual character in today's society. It is divided into five factors, namely: self-cognition, self-encouragement, self-management, cognition of others' emotions and ability to deal with interpersonal relationship. Emotional intelligence is an important factor affecting personal development and leadership ability expansion. At present, many enterprises take emotional intelligence as a consideration in the selection and appointment of employees, because emotional intelligence is closely related to job performance and quality. In addition, having good emotional intelligence can facilitate the internal communication of enterprises, form a united working atmosphere and high-quality corporate culture, and provide guarantee for the daily operation and future development of enterprises.

3. RESEARCH METHODS

3.1 Data Sources

In order to better study the mediating effect of job stress in the mechanism of emotional intelligence affecting job performance, this paper adopts industrial and commercial workers from the central region as the survey sample. The sample information is as follows: in terms of age selection, the age range adopted in this paper is 25-45 years old, with

an average working age of 10 years and an average age of 35 years; From the perspective of gender, the proportion of males is basically the same as that of males. From the position point of view, the proportion of senior management is 10%, middle management is 40%, the proportion of ordinary staff is 50%; From the perspective of marital status, the proportion of married people is 40%, unmarried people are 50%, divorced people account for 10%; In terms of education, 10% have a master's degree or above, 70% have a bachelor's degree, and 20% have a bachelor's degree or below. [1] Moreover, these employees cover all industries, and the quality and quantity of samples are in line with the research scale.

3.2 Variable measurement

The questionnaire in this paper collects data through four parts, namely: emotional intelligence, job stress, job performance and control variables. The measurement of emotional intelligence mainly includes emotional control, emotional use, self-evaluation and others' evaluation. Job stress survey should be completed by combining the interview results of knowledge workers with stress measurement, including work factors, organizational environment, interpersonal relationship, role stress and so on. The survey of job performance mainly adopts the combination of enterprise data and the satisfaction of enterprise leaders.

3.3 Data analysis

In the questionnaire survey, this paper conducted an anonymous survey on employees' salary performance, work stress and emotional intelligence, stored the collected data into a computer, and conducted a scientific and systematic statistical analysis with the data analysis method. Test methods include mediating variable test analysis, regression analysis, correlation analysis, etc.

4. RESEARCH RESULTS

4.1 Confirmatory factor analysis of the scale

The scales used in this paper were all used and considered by predecessors, and their maturity and accuracy were relatively high. Therefore, confirmatory factors were only used in this paper to analyze and verify the structure of variables. From the analysis results, the credibility and validity of the questionnaires of job stress, emotional intelligence and job performance all reached the expected effect, which met the measurement standard and was acceptable.

4.2 Descriptive statistics and correlation analysis of each variable

Through the statistical analysis of variables, it can be seen that there is a negative correlation between emotional

intelligence and work stress. There is a positive correlation between emotional intelligence and task performance. Task performance is negatively correlated with work stress. The correlation between emotional intelligence and job performance is slightly greater than that between job stress and job performance. These correlations provide a guarantee for the analysis of job stress and emotional intelligence to predict job performance. Through analysis, it can be seen that when the work pressure becomes greater, its performance will become relatively less. At the same time, if the employee's emotional intelligence is low, it will cause its work pressure to increase, and at the same time, its work performance will become lower. If the employee's emotional intelligence is high, this kind of situation can be effectively improved. Therefore, emotional intelligence has a very important influence on the work effect of the employee.

4.3 Multiple regression analysis of emotional intelligence on job performance

With education, age, position, gender, marital status and other factors as control variables and job stress as dependent variable, the regression analysis of emotional intelligence can be concluded that the higher the emotional intelligence is, the less the job stress is when the control variables remain unchanged. When emotional intelligence remains constant, job stress is associated with all of these control variables, such as: Unmarried people working pressure far less than married people, women who work pressure is less than the male population, high work pressure than degree is low, this kind of phenomenon is the result of the society, enterprise and market economy, the worker competition is the result of multiple factors such as joint if the external conditions can change, only to enhance their ability and emotional intelligence, It can be effectively mitigated.

5. RESEARCH ANALYSIS

This paper makes a systematic investigation and research on the issues of job stress, emotional intelligence and job performance of employees. It is found that emotional intelligence can indeed affect job performance, but the way of influence is complicated. On the one hand, job stress only plays a partial mediating role in the process of emotional intelligence affecting job performance. On the other hand, job stress is directly affected by emotional

intelligence, while task performance is indirectly affected by job stress. The complete intermediary between emotional stress and task performance is job stress. Therefore, enterprises need to find a balance among the three, and strive to make employees feel warm and reduce work pressure.

6. RESEARCH PROSPECTS

At present, there are some problems in the study of the mediating effect of emotional intelligence on job performance, which need to be further developed and improved. Firstly, the sample scope of the survey is limited, which may affect the accuracy of the overall data [2]. Secondly, it can only be concluded that there is some correlation between job stress and emotional intelligence as well as job performance, but the specific mechanism is not clear. Finally, economic and cultural differences among cities may lead to changes in the collected sample data. Therefore, in the development of the future, the hope can find a better method, to reveal the details of the link between and efficacy, and managers of enterprises also should pay attention to investigating the workers are working pressure, choose reasonable methods, to reduce or to improve the pressure and trouble, implementation to the text of enterprise management, form a good corporate culture, only in this way, The future development of the enterprise can be stable and efficient.

7. CONCLUSION

Emotional intelligence is important skills in the workplace, it can help employees actively integrated into the enterprise, while working to increase the efficiency and quality, and improve the work performance to a certain extent, reduce the pressure of work, this paper analyses the relation and function between, therefore, to strengthen the employee's emotional intelligence can effectively help them improve yourself, and to improve the economic benefits of enterprises.

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Exploration Of Innovation Path of Higher Education Teaching Mode in The Era of Big Data

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Abstract: The application of the big data technology is currently one of the direction of the reform of higher education, mainly in view of the traditional teaching mode in the single, the problem of dull, autonomy is not strong, put forward the new teaching concept, teaching, use of big data can promote the change of the teaching status, let the student become the leader of the study, the second way to get the knowledge students also greatly expanded, Students are no longer confined to the classroom, fully mobilize the enthusiasm of learning. This paper mainly discusses the significance of higher education teaching mode reform under big data, and how to promote the innovation of teaching mode.

Key Words: Big Data; Higher Education; Teaching Mode; Innovation Path

1. INTRODUCTION

In recent years, the continuous development of Internet technology, network technology is getting mature, provides a very convenient communication platform for people, people through the network can easily realize the information interaction, each man is the receiver and transmitter of information, in the era of big data, people continuously in the event of a change of lifestyle, big data also affected the development of all walks of life. However, as far as the current situation is concerned, the use of big data in the education industry is still very limited. How to develop the data of education has become a hot research topic in the academic circle [1]. With the continuous popularization of education level, the proportion of people receiving higher education in China is expanding. How to innovate the teaching mode of higher education and stimulate students' thinking comprehensively, big data can bring us the answer.

2. DEFICIENCY OF TRADITIONAL TEACHING MODE OF HIGHER EDUCATION

These deficiencies exist in higher education as in other stages of education. Although higher education has consciously begun to cultivate students' autonomous thinking ability, in the actual teaching process, teachers are still in the dominant position for most of the time, and students are still passive knowledge recipients, unable to truly develop students' thinking. Secondly, in the teaching, the attention is paid to the theoretical knowledge of the professor, the lack of practical ability for students to cultivate, which leads to students in the actual operation of the situation, unable to cultivate the talent needed by the society. Followed by the traditional teaching mode, teaching resources and teaching tools are very limited,

mostly for the application of multimedia tools, common is PPT and teaching video, although compared with written materials more vivid image, but after long-term fixed teaching model, students' interest has begun to decline significantly, the teaching effect is not ideal [2].

3. TRANSFORMATIONAL SIGNIFICANCE OF HIGHER EDUCATION TEACHING MODE UNDER BIG DATA

3.1 Promote the transformation of education mode

The traditional large-class teaching method respects the wishes of most students, which makes it difficult to take into account the learning progress of each student and realize individualized teaching for students. By means of big data, teachers can better analyze students' learning conditions and learning behaviors and habits, so as to carry out targeted teaching. This changes the teaching methods of higher education. Teachers are no longer the authority of learning, and students have more channels to acquire knowledge. Such as colleges and universities generally have their own digital library and online platform, students can according to own actual situation to leak fill a vacancy, make education more words, second can also use big data technology, analysis, to draw up suitable teaching plan, this makes the education is not only a teacher on teachers, students are also the main body of education, Promote students to learn new knowledge actively.

3.2 Balance teaching needs

The difference between higher education and other education, provided to the students' course selection more, different professional courses, but also have professional different taking the same course, the different specialized student demand for teaching is different, how to grasp the teaching balance has become teachers' teaching needs to consider the problem of [3]. By means of big data teaching, the accumulated data can be used to make a targeted analysis of students' learning in a short period of time, so as to adjust teaching strategies. Teachers' teaching and students' learning have become a two-way choice from the traditional unilateral one. Teachers can not only change the teaching content according to the actual situation of students, but students can also adjust their learning methods according to the teaching content, so as to make the learning purpose more clear and promote the teaching process.

3.3 Promote role change

In the long teaching career, teachers have always been regarded as the authority of knowledge, which is not only because of students' respect for teachers, but more

importantly, teachers themselves are the possessive of knowledge. Students have no redundant channels to acquire knowledge, so they can only rely on teachers' teaching and passively receive it. Although this teaching method can enable students to acquire knowledge in a short time, it will limit their thinking ability and produce thinking inertia, making students overly dependent on teachers, thus solidify their thinking and lack the ability to think independently and solve problems, which is not in line with the original intention of higher education. Through the reference of big data, the channels for students to acquire knowledge are greatly expanded, and the rich data resource database is open to students. Therefore, their dependence on teachers will be greatly reduced, their independent thinking ability will be enhanced, and they dare to challenge authority [4]. At the same time, the location and time of acquiring knowledge are no longer limited. Students can search and analyze information tools at any time and anywhere. Students have changed from knowledge recipients to autonomous learners. At the same time, in the context of big data, the role of teachers will also change. Teachers also need to learn new knowledge to ensure their own authority in the classroom. Therefore, for teachers, it is also a test of professional knowledge and professional skills, so as to promote the implementation of the concept of lifelong learning.

4. INNOVATION PATH OF HIGHER EDUCATION TEACHING MODE UNDER BIG DATA

4.1 Mu Class

The Full Name of MOOCs in English is "Mass Open Online Courses", abbreviated as "MOOC", which is in essence a new type of Online education [5]. Moocs were initially initiated by top UNIVERSITIES in the United States to share educational resources by opening online courses. Later, moOCs were introduced by many countries, thanks to the development of big data on the Internet. At present, the use of MOOCs in China's higher education institutions is still very limited, most of them are in university elective courses, and the evaluation of students' performance is not strict, which leads to the unsatisfactory learning effect of MOOCs. Longed for the class itself to study philosophy is to let students all the time, no matter where can through online network course of study, however, this is dependent on students' learning autonomy, students for higher learning self-consciousness, mu class is a good way to learn, but for poor consciousness of students, longed for class effect is negligible. Therefore, there are still many problems to be solved in the use of MOOCs in current higher education. Most of the COURSES of MOOCs are recorded by teachers of famous universities. This form of sharing of educational resources is a good learning opportunity for many students from non-famous universities. At the same time, it is conducive to promoting the fairness of education, so that every student of higher education can have equal learning opportunities. Students should actively grasp mu class learning opportunities, active study, by selecting the interest courses, enhance the enthusiasm of learning, at the same time, the school also should strengthen the

supervision for students learning, the transformation of the mode of learning evaluation and help students form the habit of autonomous learning, encourage students' thinking development, higher education is the education aim of [6].

4.2 Flipped Classroom

Flipped classroom is also a new teaching mode produced in the era of big data. So-called flip classroom, is to subvert the traditional with classroom teaching content, classroom is a place where students receive new knowledge no longer, but by watching the teacher before the class teaching video, has formed a certain learning outcomes, again the obtained conclusion is back after class, students share the achievements of learning experience, learning each other between teaching mode, Teachers only play a guiding role in it, which is undoubtedly a kind of subversion for traditional classroom teaching [7]. Under the teaching mode of flipped classroom, the teaching objectives will also undergo earth-shaking changes. Classroom teaching is no longer just for students to understand knowledge, but more about the application of knowledge and the development of thinking. Especially the different students' learning efficiency, thinking mode is different, this leads to them when they study the same thing, the feeling is not the same, and through between students communicate with each other, thinking can also be a collision, inspire new spark, this also is the goal of the present higher education. Secondly, flipped classroom is also a good way for students to explore their own characteristics. By watching and participating in the sharing of learning results, students can well identify the differences in thinking modes between themselves and others, so as to timely adjust their learning methods, help them to better study and think, and improve their learning efficiency. Online learning, sharing and discussion in class can effectively stimulate students' interest in learning and promote the communication and cooperation among students, which is also the general trend of educational reform.

4.3 Class

Microlecture refers to a structured digital resource that utilizes information technology to present fragmented learning content, process and extension materials in accordance with cognitive rules. It is characterized by short time, few contents, prominent topics and strong targeting, and is often used in the teaching of a single knowledge [8]. According to the laws of the people's development and the characteristics of the attention, in the traditional 40 ~ 50 minutes of the course, students can't hundred random concentrating on teacher's body, usually students can concentrate on only half of the time, other times attention is extremely easy to disperse, and micro class can solve the problem very well. Micro-class is also taught by watching teaching videos, but the difference is that the teaching time of micro-class is very short, usually no more than 10 minutes, so students are not likely to be distracted. Fewer second micro teaching content, and is usually specific to a particular knowledge, help students to master in a short time, but this lesson on the content of the choice is more picky, how to ensure that students can

study in 10 minutes of time to achieve goals is the primary problem to think, and not all courses are suitable for small class teaching. Therefore, the professional quality requirements for teachers will be relatively high. Although the contents of micro-courses are relatively small, each course should be orderly and systematic. If the degree of correlation between courses is not high, the learning goal will not be clear, and the final learning effect will be affected [9]. Secondly, in addition to the short class time, more attention should be paid to the communication between teaching feedback and students, which requires teachers in colleges and universities to do a good job in pre-class preparation and timely reflection after class, so as to bring the teaching effect of micro-class into full play.

4.4 Big Data Analysis

In the era of big data, the education should most apply its analytical ability, because the so-called big data itself is the collection, processing and analysis of a large number of data, through which all students can be effectively analyzed. For example, the most common is the analysis of students' learning effect. By building a learning analysis database, students' learning performance and learning efficiency can be seen. When using data for teaching, students' online time will be displayed in detail. In the case of moOCs, students who watch the same course don't always watch the same amount of time. Some students who are better learners may use double speed to speed up the course, while less able students may have to watch it repeatedly to understand. Teachers can calculate students' average watching time, including learning speed and peak learning stay, through the database in the background, which can be presented intuitively in the form of data [10]. The advantage of this approach is that teachers can carry out targeted teaching according to the feedback and assign learning tasks to students according to their individual abilities, so as to promote the development of personalized teaching and improve teaching efficiency. Compared with the traditional teaching mode, it reduces the time for teachers to analyze and monitors students better. Students can also seek help from teachers in time through the network platform, greatly improving the learning efficiency. Through big data analysis, the learning situation of each student can be well mastered, which facilitates the arrangement of teaching plans and teaching schedules of university teachers, improves the management efficiency of schools, and promotes the modernization of university education.

5.CONCLUSION

With the continuous development of big data, human civilization is also developing towards a higher level. The purpose of higher education is to cultivate senior talents of the new era for our country and society. Higher education is different from other levels of education in that the previous education is to master basic theoretical knowledge and to achieve good results in exams, while higher education is to promote the continuous deepening

of learning, learning content is also from the surface of the established theory to the essence of the law of things. Although the content of each major is different, each course is systematically and scientifically related. Therefore, it is not easy for students to truly learn and understand. Big data is more like a new way of learning. Through the form of big data, the course content can be separated from the books, and learning is no longer just a classroom behavior, but gradually intelligent, giving full play to students' independent learning ability.

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An Analysis of Female Discourse Power in *Wide Sargasso Sea*

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Abstract: Not only people speak languages, languages speak about people. One's linguistic behavior reflects a socio-cultural influence from the past experiences, as well as a power relation among the present conversing parties. In *Wide Sargasso Sea*, non-European women characters lose their discourse power in terms of using a gendered and informal form of Creole English, whereas standard English is adopted in law and education to hold the colonizers' authority. This article provides an analysis on the colonial oppression in the site of language, exposing how linguistically female gender and Creole English are constructed as indicators of inferiority, which justifies the power of the Englishmen over the colonized women, and the English civilization over the indigenous culture.

Key Words: Discourse Analysis; *Wide Sargasso Sea*; Feminism

1. INTRODUCTION

In her book, *Language and Woman's Place*, Robin argues that women have adopted a polite, unaggressive, and weak way of talking since they are little girls. This way of talking justifies the superiority of males' discourse power, which is greatly enlarged to other fields of power constructions. What's worse, the social ideology within which women are raised upon, makes it unthinkable that the way they speak is a result of power hierarchy, instead of a natural and virtuous way for women to speak. Robin comments on the "woman's language", which is identified as a linguistic marker by the male to demonstrate women's inability as equal human beings, that: It submerges a woman's personal identity, by denying her the means of expressing herself strongly, on the one hand, and encouraging expressions that suggest triviality in subject matter and uncertainty about it; and, when a woman is being discussed, by treating her as an object - sexual or otherwise - but never a serious person with individual views. Of course, other forms of behavior in this society have the same purpose; but the phenomena seem especially clear linguistically. (Lakoff, 7)

2. LANGUAGE AS AUTHORITY

It is suggested in Robin's words that woman's language has specific linguistic features, which reduces their authority. For instance, women are more often than men to use words like "might", "I guess", "kind of" in one sentence to make it sound less stiff, and more friendly. However, the male take these words as a sign of their uncertainty, who are seeking agreement from the others. Similar linguistic behavior which shows woman's uncertainty also includes using tag questions. The male argue that tag questions are the repetitions of the previous statements, revealing women's lack of full confidence in

the truth of their claim.

Besides uncertainty, triviality is mentioned by Robin as another indicator of the inferiority women's language. It is commonly acknowledged that women are able to notice the slight difference between two similar colors. For instance, the color which men call green can be honeydew, lime, spring, clover, fern, or moss for women, according to the degree of greenness they contain. However, this ability to distinguish similar color contributes to the accusation that women are more concerned with trivial matters.

The weakness of woman's language also results from the meaningless particles in their speech. Words like "actually", "you know", and "I mean" appears more frequently, which reduces the affirmativeness of the tone. In addition, the address form is another factor that greatly alters the power dynamic of the conversing parties. For instance, women are often called as "girl", or even "creature" in the colonial literature, these disrespectful and dehumanized addresses further lead to their weakness.

3. CREOLE IN WIDE SARGASSO SEA

In the novel, the most salient reason that Christophine sounds far more strongly than Antoinette is because she weakens the image of English males by addressing them as boys. In the first intense dialogue, she reveals to Antoinette that the law she obeys is what the Englishman uses to seek power and control: "Law! The Mason boy fix it, that boy worse than Satan and he burn in Hell" (Rhys 66). Mr. Mason is Christophine's English master, who sends her as a wedding gift to Antoinette's mother. By calling him "boy" and cursing him to hell, Christophine reveals her resentment toward European colonization, which is represented by the English law specifically in this case. The law justifies the colonizers' robbery and exploitation in the colonies, and entraps the indigenous people to continued oppression.

Another difference between these two women characters is that Antoinette uses a large amount of questions in her conversation to seek suggestions, which fits her struggling condition in dilemma, but weakens her tone. Nearly in the whole section of their dialogue, Antoinette starts with a question and continues with another: "What shall I do?", "Go, Go where?", and "When must I go, where must I go?" (Rhys 65-66). Besides questions, she inserts meaningless particles and words of uncertainty into her speech, which further lessens her authority: "I think he hates me", "You think I must leave him?", "I might be able to borrow money for that", "You certainly know now. Well, don't you?" (Rhys 65-67). It should be noted that these words are common to find in spoken languages, but when they appear in a written work, they reinforce the inner

hesitation of the women characters.

Fully aware of the injustice, which women suffer from the way they are taught to speak, Robin concludes on the effect of gender language: The ultimate effect of these discrepancies is that women are systematically denied access to power, on the grounds that they are not capable of holding it as demonstrated by their linguistic behavior along with other aspects of their behavior; and the irony here is that women are made to feel that they deserve such treatment, because of inadequacies in their own intelligence and or education. But in fact it is precisely because women have learned their lessons so well that they later suffer such discrimination. (Lakoff, 7)

In other words, language becomes one of the parameters in the dual system, like gender (male/female), race (white/people of color), and mentality (reason/emotion), which completes and reinforces the structure. Non-European women are forced to become the sacrifice of colonial civilization.

In addition to the power relations played between gendered languages, standard English and Creole English are also a part of the power struggle. Due to the development of creole languages, its borrowing and lack of vocabulary and grammar features are identified as evidences to show its incompetence as a language and inferiority to English. The English colonizers establish English as the official language in their colonies, and use it in law and education to secure a long-term domination. Azfar Hussain names it "print-capitalism", where the written words establish a higher level of authority and civilization. The hierarchy between standard English and Creole English not only destroys the indigenous language and culture, more importantly, it changes the power relations and production relations between the colonizer and the colonized, and deprives the colonized people of the power of discourse. In the following discussion, I'd like to give a brief introduction of Creole English, and several textual analyses on how non-European women are victimized under the authority of standard English.

Creole language derives from pidgin, a simplified mixture

of other languages spoken by non-native speakers. When it becomes the first language of the native children, it establishes itself as a creole language. The emergence of the creole language is because of the trade and communication needs during European colonial expansion. However, due to its short period of establishment and simplified structure, creoles are not recognized as competent languages, but variants or dialects of their parent languages. In literature, a Creole is usually a character of European descent, but born and raised in the colony, whose primitive culture shares nothing in common with European civilization. The term is also extended to include indigenous natives and others of non-European origin, like the novella has described the people living in the Caribbean area. It is further enlarged to include generally all other mixtures of languages as long as they rise in similar circumstances.

4.CONCLUSION

Although creoles function well as other languages, they haven't gained the recognition from European colonizers. In fact, in order to reinforce colonial domination, the Europeans take linguistic excuses to demonstrate that creoles are "broken" English or French, which lack linguistic quality to be recognized as official languages. Along with other features like polysemy (a single word with several different meanings), and multi-functionality of words, it leaves an impression that creoles are still in preliminary development, where a logical, scientific, and systematic language structure is needed. Especially when French and English are recognized as the official languages in the colonies, and are used in written form, like in the letters and legal documents, people who speaks creoles are deprived the power of discourse.

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Research On Teaching Reform of Pharmaceutical Technology Under the Background of Curriculum Ideology and Politics

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Abstract: With the continuous promotion of teaching reform, the concept of "curriculum ideological and political" has gradually entered the talent training in colleges and universities. There is a close connection between the teaching and practice of "Pharmaceutical Technology", so it is also a good choice to strengthen the ideological and political research of the course. Based on this, this paper carried out a study on the teaching task of Pharmaceutical Technology, and on this basis, put forward the ideological and political reform strategies of the course, such as improving the awareness of environmental protection and safety and cultivating the professional ethics of Pharmaceutical Technology.

Key Words: Curriculum Ideology And Politics; Pharmaceutical Technology; Teaching Reform

1. INTRODUCTION

At the present stage, people's health awareness is constantly improving, and more attention has been paid to the safety and stability of drugs. Pharmaceutical engineering's mission is to produce more for the society good drug research and development personnel, inspection personnel, etc., to fully realize its professional value, in the process of teaching, it is necessary to combine professional knowledge and business ethics, promote the construction of teaching the course education, so as to produce more comprehensive talents.

2. TEACHING TASK OF PHARMACEUTICAL TECHNOLOGY

Pharmaceutical Technology mainly studies the technological principle and production process of drugs, so it is also an important part of drug research and development. In the teaching process of Pharmaceutical Technology, the best reaction conditions and synthesis route can be effectively studied by combining the molecular structure of drugs, so as to further improve the economic benefits of pharmaceutical enterprises. However, it is worth noting that, in addition to the economic value of drugs, they also need to undertake important social and welfare responsibilities. Therefore, in the process of drug research and development and production, we should not only consider economic interests, but also take the health of the people as the basic criterion. In the process of operation and management, pharmaceutical enterprises should take social responsibility as their own responsibility and fully realize the combination of their own interests and social interests.

Therefore, the medical major should also help students to establish a correct view of justice and interests, and guide them not to blindly consider economic benefits, but to make more contributions to social development, so as to establish a scientific sense of social responsibility and sense of justice.

3. REFORM MEASURES OF PHARMACEUTICAL TECHNOLOGY UNDER THE IDEOLOGICAL AND POLITICAL BACKGROUND OF THE COURSE

3.1 Enhance awareness of environmental protection and safety

General Secretary Xi Jinping once mentioned in his speech the concept of "clear water and green mountains are gold and silver mountains", which also happens to coincide with the development concept of pharmaceutical technology in China. For a long time, the pharmaceutical engineering major has the problem of complex process and serious pollution in the development process, so it is necessary to strengthen the cultivation of students' environmental awareness during the development of professional teaching. In the process of promoting the ideological and political course, reform should be carried out around the process route, safe production and environmental protection, so as to fully realize the combination of environmental awareness, safety awareness and professional knowledge, and then guide students to realize the important role of ecological attribute and economic attribute in the pharmaceutical industry. At the same time, the key significance of natural resources and ecological environment in the process of social development is clarified. Only in this way can students effectively internalize and absorb the concept of "lucid waters and green mountains are golden hills and silver mountains", and set up the scientific idea of harmonious development between man and nature. Taking the teaching of related content of "evaluation standard of process route" as an example, teachers should emphasize the concept of "atomic economy" in the teaching process, and guide students to set up the overall view of "beautiful China". At the same time, teachers can also let students gradually realize the importance of deepening chemical knowledge and setting up safety awareness through case analysis, so as to help students better complete the study of rules and regulations and chemical treatment, and minimize the probability of safety accidents. In addition, teachers should also focus on cultivating students' crisis awareness and emergency handling ability. Once a safety

accident occurs, scientific handling methods should be implemented in the first time, so as to minimize the loss. Such teaching concept is more in line with the teaching requirements of Pharmaceutical Technology under the ideological and political background of the course, and at the same time, it effectively narrows the distance between professional knowledge and real life, and truly applies what has been learned.

3.2 Cultivate professional ethics of pharmaceutical process

As an important industry to participate in social development and construction, pharmaceutical technology has a very close connection with the People's Daily life. In this context, the cultivation of professional ethics of relevant professionals should be further strengthened to ensure that they can make their own contributions to social development [1]. In general, to strengthen the cultivation of professional ethics of chemical pharmaceutical workers should focus on the consciousness of devotion to work, setting up correct thoughts, paying attention to civilized production and ensuring the quality of drugs. In the process of combined with course education, teachers should focus on strengthening the cultivation of the students' legal awareness, because in the curriculum practice often involves all kinds of dangerous chemicals, make good use of the if this part of the chemicals can effectively synthesize drugs, but also can be collectively known as harm to body health and social security of the drug. If students lack enough legal awareness, it is easy to step into the abyss. In the process of practical teaching, the teacher should guide students to strengthen the drug laws of the People's Republic of China "and other laws and regulations of learning, at the same time in group discussion, questionnaire, quizzes, variety of forms such as help students understand the content, and use it as a part of the final grade, in order to improve the students' legal awareness. In addition, teachers can also use case analysis to help students recognize the harm of drugs, and guide them to stay away from drugs and cherish their lives.

3.3 Cultivate patriotism and cultural confidence

Patriotism is an important foundation to promote the social development of our country, and cultural self-confidence is a nation of their own culture and identity, in the process of to carry out the course of the construction of the ideological system, patriotism and cultural confidence should be the teaching of culture into the related courses, so as to stimulate students' patriotic enthusiasm under osmosis, cultivate the students' cultural concept of confidence [2]. For example, when teaching the relevant content of "the development status of China's

pharmaceutical industry", we can highlight the outstanding contribution made by China's medical team in disease prevention and control, and help students to understand the "craftsman spirit" through various real examples, so that they can actively draw closer to it in the future learning process. When teaching the related content of "Chinese medicine pharmaceutical technology", we can add some traditional Chinese medicine theoretical knowledge appropriately, so as to deepen students' understanding of traditional Chinese medicine theory from a historical perspective. In the course of learning professional knowledge, students should realize that Chinese traditional medicine theory has not only made outstanding contributions to curing diseases and saving lives, but also further embodies the traditional Chinese simple dialectical materialism and the philosophical thought of "the unity of man and nature". At the same time, related domain, and to fully mix the patriotism, responsibility consciousness, to promote the development of our country fighting spirit, innovative ideas and values, so the students in learning at the same time, it is necessary to foster a sense of patriotism and cultural self-confidence, and through such spiritual motivation to guide their own unique to contribute strength for social development.

4.CONCLUSION

To sum up, in order to create more social value, Pharmaceutical Technology should fully combine the correct outlook on life and values with the curriculum system in the teaching process, and actively promote the ideological and political reform of the curriculum. In this process, we should constantly cultivate students' awareness of environmental protection and safety, help them to establish a good professional ethics of pharmaceutical technology, and effectively establish the corresponding cultural confidence, and lay a foundation for the stable development of ideological and political construction of the course.

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Research On Artistic Approaches of Sponge City Design

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Abstract: In the new era, for the construction of urbanization, has achieved remarkable results. But with the arrival of the flood season, especially the emergence of heavy rainfall weather, in the city, there is often a large range of water phenomenon. Based on this phenomenon, relevant personnel put forward the concept of sponge city. This paper analyzes the artistic ways of sponge city design. Firstly, the concept and characteristics of sponge city are briefly introduced. On this basis, the key points of artistic design are discussed, including the construction of shelterbelt and the rational planning of landscape pieces, hoping to provide reference for relevant personnel.

Key Words: Artistic Approach; Sponge City; Landscape Design

1.INTRODUCTION

With the further development of urbanization, the conflict between urban development and natural ecology is becoming more and more obvious. The overdevelopment and use of water resources in some cities has led to widespread pollution of water bodies, some rivers have begun to run dry, and wetlands and lakes are becoming fewer and fewer. For this phenomenon, the concept of sponge city has been deeply recognized by people. In the design of urban art landscape, this concept has been widely used, which not only provides a reliable guarantee for the sustainable development of the city, but also helps citizens to build a green ecological environment.

2. THE CONCEPT AND CHARACTERISTICS OF SPONGE CITY

2.1 Concept

Literally, it can be interpreted as a sponge-like city, which can better meet the needs of environmental changes and respond to natural disasters in a scientific way. When the rainy season comes, it can also play the functions of absorbing and storing water. It has a good elastic function and can use the stored water reasonably. The city will be better able to cope with different weather patterns and, in some ways, reduce and manage disasters. The full play of its elastic functions, including infiltration, storage and purification, is conducive to promoting the scientific use of water resources.

2.2 the characteristics of

2.2.1 Ecology. In the process of construction of ecological civilization, city belongs to, a key component of sponge is aimed to reduce the development of the city construction in the destruction of the environment, can promote the development of the natural ecological method, realize the natural infiltration and utilization of rainwater, and other

functions, to promote urban construction, low effect before and after further ensure the city development and construction of hydrological condition, Minimize changes before and after development [1]. Only when ecological diversity is fully guaranteed can a vibrant city be built. Green infrastructure is widely used in the construction of sponge cities, which is conducive to comprehensively ensuring the balance of urban ecology and promoting the diversified development of urban ecology.

2.2.2 Dispersion. In terms of water pollution, generally there are three forms of pollution, namely, point source, linear source and non-point source pollution, along with the further development of the city, people increasingly focus on water pollution problem, in this, with the adequate control of point source pollution is still in, obtained the good effect, but in view of the non-point source pollution problem, because it has a very strong dispersion, so it is difficult to get effective control, At present, it has become the key problem of urban water pollution. Based on construction of city, sponge requires decentralized pollution source control, the use of low impact development technology, promote green, natural infrastructure construction, comprehensive expansion of the urban green space area, separate different sunken green land to carry on the design, make its distribution in every corner of the city, so water pollution can use surface runoff to urban green space, In order to achieve the scientific control of non-point source pollution, at the same time, green space plants can also be used to effectively filter the polluted water body, which can not only reduce the pollution, but also supplement the groundwater.

3. ESSENTIAL POINTS OF ARTISTIC DESIGN OF SPONGE CITY

3.1 Construction of shelterbelt

With the development of the new era, there are some problems in the urban natural water cycle. Especially with the construction of construction projects and anti-leakage projects, the urban green space area begins to decline, and the wetland space becomes less and less, which gradually increases the phenomenon of urban waterlogging. If serious, it will also lead to the problem of soil erosion. In view of this situation, it is necessary to carry out the construction of sponge city. In view of the artistic design of landscape, the law of nature should be followed, and the designers should change the traditional design concept and set up the protective forest belt according to the specific situation of urban development, so as to effectively prevent the problem of soil erosion [2]. If a lot

of ornamental plants are planted in the gardening process, the growth of native plants will be affected. If artificial aesthetic landscape is designed, the natural environment will be damaged to a certain extent. Therefore, the actual situation of the construction site should be combined with a comprehensive analysis of the current situation of water resources. In the art landscape design, it should be connected with the functional landscape, such as vacation and recuperation, etc. In addition, it can also be linked with the mountain landscape to build the original ecological urban environment.

3.2 Reasonable planning of landscape sketch

Urban landscape sketch includes a variety of art types, such as landscape wall and sculpture sketch. Although it is relatively small in an urban setting, it can turn everything into gold. In the construction of sponge city, the artistic design of landscape sketch should emphasize the harmonious relationship with the natural environment, and pay attention to the aesthetic and artistic quality of the sketch.

3.2.1 scene wall. To the setting of scenery wall, can combine its with miniature waterscape above all together. For example, small reservoirs, as far as reservoirs are concerned, the collected rainwater can be fully utilized. Combined with the landscape wall, the design of water spraying landscape wall can not only comprehensively enhance the effect of the urban landscape, but also reflect the idea of the continuous use of rainwater. Secondly, the landscape wall is combined with vertical greening to construct the green plant wall. According to the essence, the plant wall covers a very small area, and its rainwater purification function is relatively significant. In addition, it can better absorb noise and regulate the temperature of the city. In the process of artistic landscape design, the effect of urban landscape should be comprehensively ensured. On this basis, rainwater collection should be carried out in the vertical plane of plant walls to further reduce urban surface runoff.

3.2.2 Rest facilities. In the life of urban residents, the rest facilities are the key infrastructure. Seen from the current situation, the construction of recreational facilities in Chinese cities is basically mechanically copied, which not only greatly diverges from the development of natural environment, but also ignores the humanization characteristics [3]. Based on the construction of sponge city, green infrastructure needs to be designed for the construction of recreational facilities. While effectively

ensuring the corresponding functions of recreational facilities, attention should be paid to the natural ecological benefits in an all-round way.

3.2.3 Landscape structures. Both it and the sketch design can fully reflect the atmosphere of the environment, enhance the sensory experience, and highlight the concept of design. In fact, the landscape sketch can not only be regarded as an art landscape with certain functions, such as leisure and shading, but also be integrated with rainwater management technology as a part of rainwater collection. At the same time, combining the art landscape design with the theme of rainwater and developing the design of landscape structures can give full play to the imagination and trigger people's thinking.

4. CONCLUSION

To sum up, based on the emergence of urban waterlogging, people begin to apply the concept of sponge city to urban design. This concept can better solve the phenomenon of urban waterlogging, and it is a very key measure. Based on the development of sponge city, it is necessary to grasp the design key points for the artistic landscape design. At the same time, the characteristics of sponge city should be comprehensively analyzed. In the urban design, it should be used as a reference to build a scientific and artistic sponge city landscape and provide a natural ecological environment for citizens.

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Research On the Open Laboratory Teaching Mode of College Physical Education Major Under the Background Of "Internet +"

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Abstract: The continuous transformation of social structure and makes the idea of people has changed, to the talent requirement of the current society, should not only have strong professional knowledge, but also have good physical quality, due to the accelerating pace of life, many students and social people are too theoretical knowledge and professional skills training, has neglected the physical training, Physical education is not only a very important course in colleges and universities, but also a required course for everyone in this life. Based on the background of "Internet +", college physical education majors have the responsibility and obligation to open the laboratory to better serve students and the society.

Key Words: Internet +; College Physical Education Major; Open Laboratory

1.INTRODUCTION

In an age of national fitness, the university sports professional with professional equipment and venues, more college sports professional laboratory is a professional instrument and equipment, it can not only meet the need of university students' daily learning, can provide advantages for athletes and people in the society of resource, therefore in the context of "Internet +", The university physical education major should actively promote the opening of the laboratory, and formulate feasible opening strategies according to the actual environment, so as to continuously promote the sustainable development of the university physical education major.

2. THE PURPOSE OF OPENING THE LABORATORY OF COLLEGE PHYSICAL EDUCATION SPECIALTY

Under the background of "Internet +", the connection between school and society has become closer. Promoting the opening of university physical education laboratories has multiple advantages and has a positive impact on students, equipment, teaching level, society and scientific research results [1].

First, promoting the opening of university physical education laboratory can cultivate students' interest in sports, mobilize their initiative to learn, improve their operational ability as a whole, and enhance students' innovative thinking and divergent thinking, which is conducive to promoting students' comprehensive development.

Second, to promote the opening of the laboratory of college physical education can promote the comprehensive use of university equipment, can fully integrate resources, and then can achieve the maximum

benefit of resources.

Thirdly, promoting the opening of physical education laboratories can accumulate more experimental experience for the laboratories, and help relevant teachers to continuously improve the teaching design, so as to improve the overall teaching level.

Fourthly, promoting the opening of university physical education laboratories can provide a professional sports and experimental ground for the public, which is helpful to better serve the society and mobilize the whole people to keep fit.

Fifthly, promoting the opening of the laboratory of college physical education can actively attract people from all levels to participate in the experiment. Through the experiment, the laboratory can accumulate a large number of experimental results, thus contributing to the optimization of teaching.

3. THE REALIZATION OF THE OPEN LABORATORY TEACHING MODE FOR COLLEGE PHYSICAL EDUCATION MAJORS UNDER THE BACKGROUND OF "INTERNET +"

3.1 Establish a good laboratory opening atmosphere

First of all, the university physical education professional laboratory should establish and improve the relevant system, in order to standardize the behavior of teachers, administrators and users, the system can set up the corresponding reward and punishment measures to mobilize the enthusiasm of the relevant personnel, and then can create a good atmosphere effect.

Second, college sports professional laboratory should also investigate the conditions, the experiment of the instruments and equipment are required for the record, and must complete the task division of labor, depending on the type of concrete experiment for the division of work and responsibility, indeed ensure smooth experiment, for experiments need to summarize and record the relevant expenses.

Finally, to fully mobilize the enthusiasm of the laboratory staff, you can first ask the school's students to actively participate in, in order to effectively mobilize the enthusiasm of the students to participate, the laboratory can set up the corresponding reward items, in addition, should also actively listen to the relevant staff suggestions, in order to constantly optimize the laboratory teaching.

3.2 Establish a multi-level laboratory opening system

In addition to respecting students' all-round development, college physical education laboratory should also respect students' personality development. Therefore, attention should be paid to the objects it serves when constructing

an open laboratory, and the needs of students at different levels should be satisfied as far as possible. Teachers and administrators should give correct guidance to students in the process of experiment [2].

3.2.1 Teaching laboratory.

Teaching laboratory can also be literally understood, that is, to serve the teaching of colleges and universities. The open laboratory of college physical education major should be able to meet the relevant physical education teaching plan, and should provide corresponding experimental sites for various experiments in the course. In terms of experiment time, students can make an appointment in advance.

3.2.2 Enhanced Laboratory.

As the saying goes, "interest is the best teacher", the same is true for sports experiments. The laboratory should respect the ideas of students and let them design the experiment theme by themselves. Teachers and administrators can give guidance, but the feasibility and value of the whole experiment should be guaranteed.

3.2.3 Research activity laboratory.

This type of experiment mainly took the form of group, its in comparison with the experimental results of the individual has more advantages, can use the wisdom of the collective to promote the whole experiment, which can make experiment results applied to the related teaching, in this process, professional sports teachers and administrators can give correct guidance.

3.3 Actively make use of the Internet to expand openness. Based on the background of "Internet +", college sports majors can establish a sharing website with the help of information platform to promote the further opening of laboratories. The laboratory of college sports major should not only serve for students, but also serve for athletes and social personages. By establishing a shared website, we can actively attract competent and interested people to participate in the experiment, and then increase the research objects of the laboratory in colleges and universities. Secondly, through the establishment of a sharing website, colleges and universities can also strengthen the cooperation with other colleges and universities, so as to strengthen the sharing of related laboratory equipment and sites. Finally, college sports majors can also strengthen the cooperation with scientific research institutions through sharing websites, which can effectively improve the level of physical education and promote the reform of physical education.

3.4 Improve the efficiency of laboratory opening

Under the background of "Internet +", college physical education majors should not only seize opportunities, but also avoid risks in time. While promoting the extension of

laboratories, they should also pay attention to their economic benefits. Therefore, "cost and benefit" should be taken as the criteria for open assessment when constructing open laboratories. Not only to promote the maximum use of resources, but also to create certain economic benefits for the experiment, not only to create a certain amount of wealth for the society, but also to create a certain amount of scientific research results for the laboratory.

On the way, the university sports professional laboratory can actively use various conditions to serve the current physical education teaching, such as the national fitness can be used to set the theme of the related activities, release experiment in colleges and universities, sharing website theme and content, to attract the broad masses of fans to come to participate in, can take advantage of the venue of the laboratory and equipment, In order to promote the accumulation of experimental results; Secondly, we can also use sports psychology, human physiology, sports health care, sports injury diagnosis and other services for students and social personages. Finally, college physical education majors can also strengthen the cooperation with sports-related enterprises, and test sports health products, sports shoes, etc., which not only serves the society but also plays an effective economic benefit.

4. CONCLUSION

In an age of national fitness, the university sports professional with more systematic, more scientific theoretical knowledge and experimental sites, so college sports should change the lab teaching idea, constantly promote teaching reform, promote laboratory fully opened to other colleges and universities, people in the society, athletes, in order to continuously promote the comprehensive utilization of the resources of the university sports professional laboratory, In addition, it can also bring better economic benefits, which can promote the long-term development of college physical education major.

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On The Advantages Of "Classroom Teaching + Ubiquitous Learning" Teaching Mode of College English

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Abstract: With the progress of The Times, the traditional college English teaching model has been unable to meet the needs of students at the present stage, teaching model reform is the trend of The Times. The application of classroom education combined with ubiquitous learning mode in college English teaching is conducive to improving the teaching effect, increasing students' learning enthusiasm, promoting students' independent learning and improving the teaching quality. Therefore, this paper mainly analyzes the characteristics of ubiquitous learning and explores the advantages of the teaching mode of "classroom teaching + ubiquitous learning" in college English teaching.

Key Words: Classroom Teaching; Ubiquitous Learning; Teaching Mode

1. INTRODUCTION

An important component of the college English belongs to the national higher education, many colleges and universities generally adopted in the process of English teaching with computer online teaching mode of classroom teaching, but there are still some problems, such as backward teaching concept, teaching material did not make full use of teachers, imperfect network platform, and do not attach importance to training students' autonomous learning ability, etc. In recent years, with the continuous development of network technology and the launch of various learning websites and software, the teaching model of "classroom teaching + ubiquitous learning" has gradually been applied in college English teaching. This teaching model integrates English teaching and information technology resources, which is a supplement to the traditional teaching model. Therefore, this paper mainly analyzes the characteristics of ubiquitous learning and explores the advantages of the teaching mode of "classroom teaching + ubiquitous learning" in college English teaching.

2. INTRODUCTION TO THE UBIQUITOUS LEARNING MODEL

The ubiquitous learning mode mainly refers to a learning mode based on the ubiquitous computing environment. The essence of ubiquitous learning is that students can complete learning activities through scientific and technological tools anytime and anywhere [1]. According to their own needs, students take a variety of ways in different Spaces for ubiquitous learning. Ubiquitous learning provides students with an intelligent learning environment, aiming at stimulating potential creativity and improving autonomous learning ability [2]. The

characteristics of ubiquitous learning are mainly reflected in two aspects, namely learning process and learning resources. The learning process of ubiquitous learning is uninterrupted and continuous, and the beginning and end time are determined by the students themselves. In addition, the learning process of ubiquitous learning has good interaction. Through modern scientific and technological tools, it can communicate with other teachers and students at any time to realize information exchange and learning interaction. The learning resources provided by ubiquitous learning have the characteristics of accessibility and timeliness. With the help of modern scientific and technological tools, students can access and acquire various forms of learning resources anytime and anywhere. At the same time, the learning resources of ubiquitous learning are not single text materials, reflecting good situational nature. They are all video and audio materials that can solve practical problems based on the needs of real life.

3. ADVANTAGES OF "CLASSROOM TEACHING + UBIQUITOUS LEARNING" TEACHING MODE IN COLLEGE ENGLISH TEACHING

3.1 Combine modern technology to enhance classroom teaching effect

Through modern technology, teachers make PPT courseware in advance, and vividly present difficult knowledge with the help of images, sounds, animations and other forms, making the abstract content concrete and clear, so as to facilitate students' understanding [3]. Vivid and rich teaching resources are conducive to changing students' learning state, creating a good learning environment, enhancing learning enthusiasm, broadening students' horizons to the greatest extent, and thus improving the quality of classroom teaching.

3.2 Improve the utilization rate of textbooks

At present, the college English textbooks used by many colleges and universities are generally personalized "stereoscopic" textbooks. However, due to the limitations of equipment, reduced English class hours and large class teaching, modern stereoscopic textbooks are usually also used as ordinary text textbooks. The new textbooks contain many pictures, videos, audio and other resources, but none of them have been fully utilized. In the ubiquitous learning mode, students can study in a variety of Spaces and get close to the pictures, videos, audio and other resources in the textbook, which reflects the three-dimensional nature of the textbook to the greatest extent, increases the utilization efficiency of the textbook, transforms the limited classroom into an infinite

classroom, and improves the learning effect.

3.3 Make "flipped classroom" possible

Flipped classroom is a new teaching model originated from abroad, which is student-centered in the teaching process. Under the flipped classroom teaching mode, students can check the learning resources from the teacher or by themselves before class by fully combining the advantages of modern network information technology. In the classroom, the role of the teacher in the past is changed, and the teacher can discuss, answer questions and communicate with the students together. The application of ubiquitous learning mode provides the foundation for the realization of flipped classroom. In ubiquitous learning, students can learn anytime and anywhere with the help of scientific and technological tools, obtain video, image and other learning resources for pre-class learning, and have barrier-free communication between students and teachers to complete interaction and homework solutions. Turn over traditional classroom will impart knowledge and to reverse process of internalization of knowledge, promote the change of teachers' teaching mode for the center, adhere to the students as the main body of teaching ideas, provide personalized learning opportunities, stimulate students' learning potential, strengthen the learning motivation, thus to cultivate students' ability to explore and deal with the problem alone.

3.4 Break through the limitations of time and space to provide rich learning resources

The main feature of ubiquitous learning is that it can enable students to learn in fragmented time and break through the limitations of time, space and learning media. Using a variety of modern information technology, able to browse at any time required for learning resources, and at present the widespread use of mobile devices like mobile phones, tablets, and further reflect the ease of learning tools, facilitate teachers and students in various environment of teaching and learning anytime and anywhere, obvious enhancement in college English teaching effect, but also to cultivate students' lifelong learning habits. Modern information technology provides rich learning resources for network learning. Students can obtain pictures, videos, audio and other learning resources directly through various scientific and technological tools without being affected by time and place. The timeliness and accessibility of the ubiquitous learning model solve the problems such as the shortage of resources and the lag of updating materials under the previous computer-based teaching model, and provide a good guarantee for achieving the English learning objectives. Ubiquitous learning provides students with a variety of learning resources, which students can reasonably choose

according to their own needs and interests. Therefore, ubiquitous learning is also a process of students' self-selection and orientation, which is conducive to stimulating students' independent learning potential and changing their learning attitude.

3.5 Alleviate anxiety in the process of English learning

In the process of college English teaching, due to the limited class time, the large number of students and the "apathy" of human-computer interaction mode and other factors, students and teachers have less communication, lack of experience exchange, and gradually form a sense of anxiety about English learning. In the ubiquitous learning mode, interactive teaching forms are adopted. Students can synchronize with teachers through WeChat, QQ and other ways to communicate and share learning information. Through timely communication with teachers, it can help students solve problems in learning quickly, relieve anxiety in learning, and help develop students' interpersonal skills. In addition, the sharing of excellent learning experiences among students promotes the formation of a competitive learning atmosphere and increases learning motivation.

4. CONCLUSION

To sum up, the teaching mode of "classroom teaching + ubiquitous learning" can enable students to break through the limitations of learning time and space, make use of fragmented time for learning, and maximize the advantages and value of Internet technology in English teaching. At the same time, the traditional classroom teaching and mobile Internet technology are effectively combined to realize complementary advantages, give full play to students' potential and improve their ability to solve problems independently, so as to improve the level of English teaching.

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Foreign Rural Construction Model Experience and Enlightenment

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Abstract: This paper is the South Korea saemaul undong movement, Japan morihiko hiramatsu, Switzerland "ecological village" three rural construction modes were analyzed, and the experience for reference, to realize rural development, and then separately from the increasing infrastructure construction, implementing ecological restoration management, formulation of scientific development planning from three aspects, analysis how to build the beautiful countryside, thus to reduce the distance between the city and the country, We will promote rural development.

Key Words: Foreign Rural Construction Mode; Ecological Rural Construction; Digital Rural Constructio

1. INTRODUCTION

With the rapid development of modern society, how to combine the existing resource advantages of rural areas to build beautiful villages has become an important issue in the process of social development. Rural construction is always a protracted battle. It is necessary to consider the unique regional cultural characteristics of rural areas, apply domestic and foreign rural construction modes, and complement each other with the local development situation, so as to better cope with the deficiencies in the process of rural construction and build beautiful villages.

2. EXPERIENCE AND ENLIGHTENMENT OF FOREIGN RURAL CONSTRUCTION MODES

2.1 Experience and enlightenment of The Saemaul Movement in South Korea

2.1.1 experience

Through the study of foreign rural construction modes, rural construction can be promoted to a certain extent, better respond to the needs of social development, improve economic and social benefits. Since the 1970s, South Korea launched the "Saemaer Movement". The "Saemaer Movement" can be divided into three stages. The first stage was from 1971 to 1973, through the "Saemaer Movement", the actual living environment and living conditions of villagers could be effectively improved, and overall planning and macro planning could be realized. The second stage was from 1974 to 1976, when the "New Village Movement" began to shift its focus to the adjustment of industrial structure. The capital investment in agriculture and rural science and technology continued to increase, which promoted the significant increase of farmers' income. In the third stage, from 1977 to 1979, both the actual agricultural output value and the added value of rural agriculture could be significantly increased, and the focus of construction began to shift to

the construction of spiritual civilization, which promoted the continuous improvement of individual spiritual and cultural level of farmers [1].

After the "New Village Movement", it can improve rural living environment and farmers' quality of life in stages, and effectively promote the development of agriculture and rural areas towards modernization. South Korea saemaul undong movement will base the ja as a fundamental force in the development process, scientific planning, which is engaged in the rural middle circulation system, and ensure stable rural social life, it is based on the ja organization, to further drive the improvement of agricultural product circulation rate, agricultural production, management, distribution, sales have started toward large-scale, systematic development.

2.1.2 revelation

In order to effectively promote rural construction, we can fully learn from the experience of South Korea's "New Village Movement", carry out scientific layout, and effectively guarantee the circulation of rural agricultural products.

First, make scientific layout, whether for pretreating has just completed production of livestock products, and precision processing, all need according to the real construction and development situation of rural science and design industry chain, so as to promote industry value, driving the development of social progress, to agriculture and rural areas to achieve better security, agricultural product circulation channels can also be more flow smoothly. However, the improvement of agricultural products industry chain is not accomplished in a rush. It requires the joint cooperation of government departments and local enterprises, making full use of local policy documents, combining with local resources, and giving play to the role of market in resource allocation, so as to effectively avoid market chaos and form a good market order. At the same time, agricultural rural industry types were analyzed, and for the future development of agricultural products, need professional risk investment company to do a good job of risk early warning, clear agricultural products in the production, transportation, possible risk factors in the process of each link, extend industrial chain of agricultural products, fully integrated into the supply chain, ensure the efficient circulation of agricultural products. It also needs the support of sufficient labor force, guarantee the supply of human resources, effectively guarantee the circulation and transportation of agricultural products, and enhance the value of agricultural products and industries.

Secondly, combined with the "Saemaer Movement" in South Korea, if local enterprises directly invest in the current period, it is easy to cause investment risks, which makes the investment intention of enterprises themselves mediocre. In this case, if we want to strengthen rural construction, we should make full use of local policy advantages and attract more enterprises to participate in the rural construction process through government policy support. After the completion of the industrial chain, the management mode and breeding mode of the enterprise are also enhanced accordingly. Combined with the existing work experience and management experience of the enterprise, the smooth circulation channel of agricultural products is opened, so that agriculture can develop in a more standardized and modernized direction in the industrial layout. Effectively reduce the circulation time of agricultural products, improve industrial profits.

Thirdly, by building demonstration sites, agricultural production and farmers' income can be further achieved. Agricultural rural industry chain layout is completed, will be largely stimulate farmers' income of its potential, in the future, the government should focus on the large planting, breeding a large propaganda and promotion, to drive the farmers' property income potential, strengthen the local leading enterprises, better driving the construction and development of rural industries, encourage more poor people can get rid of poverty, Participate in the production process of agricultural products, to achieve wealth. Each region can also set up well-developed towns and villages as demonstration sites to promote the construction of a more reasonable agricultural and rural industrial system, and effectively promote the modernization of agriculture and rural development.

2.2 Experience and enlightenment of "one Village, one Product" in Japan

2.2.1 experience

In the process of agricultural and rural development, we can also fully learn from the Japanese rural construction model of "one village, one product". After world war ii, Japan began to enter into the great depression, in order to effectively reduce the distance between urban and rural, to avoid the gap is widening, the urban construction and rural recovery in the same position, a "township building", morihiko hiramatsu movement is "township building" unique a project category, will be its experience for reference, It can better promote rural construction and form characteristic agricultural products. The movement of "one village, one product" in Japan was first proposed by Mr. Hiramatsu Moruhiko. At that time, The natural foundation of Oita Prefecture in Japan was poor, the local population loss was serious, and the local resources were seriously insufficient. In this case, through the full application of local resources, to achieve more targeted rural construction, so as to achieve self-reliance, drive rural economic construction, the development of unique local characteristics of agricultural products. The "one Village, one product" movement integrates the three industries, fully excavates the existing local historical and cultural traditions, effectively improves the local ecological environment in Japan, and can realize the

efficient mining and utilization of Japan's local cultural resources.

2.2.2 revelation

Based on Japan's "one village, one product" movement, we can combine the development of China's agriculture and rural areas, fully integrate the existing primary and tertiary industries in rural areas, fully tap the existing characteristic resources in rural areas, realize urban-rural mutual assistance, focus on building characteristic rural brands, and promote rural revitalization.

First of all, industrial integration also brings agriculture and rural areas towards the direction of leap-forward development, which can effectively expand the value chain of agricultural products and increase the income chain. On the basis of ensuring the diversified development of agricultural products, farmers' operating income can also be appropriately improved. In the process of industrial integration, for the same agricultural product brand, various models such as production city, production town and production village can be used to promote rural construction and development. For example, in 1975, Kawaba Village in Japan put forward the development strategy of "agriculture + tourism" to effectively meet the livelihood of villagers and the development of tourism, and better promote rural construction [2]. The whole building of Chuanchang village is mainly made of wood structure, and the b&B itself is transformed from village houses. Chuanchang Village makes full use of local resources to realize agricultural upgrading.

Secondly, through the "one village, one product" movement in Japan, the existing brand competitiveness of agriculture and rural areas can be effectively enhanced to a certain extent. In the process of industrial integration and the construction and development of rural areas, cooperation among different industrial categories and within brands has also been brought, which emphasizes seeking common ground while putting aside differences and complementing each other with advantages, fully reflecting the significance of win-win cooperation. However, in the process of rural construction, there will be differences in resource advantages in different regions, and brands should also have their own characteristics to avoid homogeneity. Industrial research and development and capital investment in rural areas should be increased, and various activities should be effectively promoted to avoid various problems as far as possible.

Third, broaden the product line, broaden the industry category, drive rural construction and development. Building and forming corresponding agricultural brands can promote industrial integration and cultural construction to a certain extent, and brands can also develop in a more efficient direction with the help of cultural utility. By broadening the categories of agricultural products in rural areas, the unmarketable situation of agricultural products can be avoided, so as to effectively promote the transformation and upgrading of rural agriculture.

2.3 Experience and enlightenment of "eco-village" in Switzerland

2.3.1 experience

Switzerland's "ecological countryside" also has some reference significance for China's rural construction and development. As early as the 1970s, In order to effectively promote the prosperity and development of rural society, effectively cope with the lack of development in mountainous areas and improve farmers' income, Switzerland officially launched the construction model of "ecological countryside". Financial subsidies and villagers' taxes can complete the fund-raising work, so as to further complete the local infrastructure construction with the existing funds, effectively improve the rural public service system, and effectively shorten the distance between the city and the countryside. The construction model of "ecological countryside" in Switzerland is still of great significance today. "Eco-village" takes green environmental protection as the main thinking concept, promotes farmhouses and villages to be more regularly distributed in the social environment, and can effectively improve the rural environment and the life quality of villagers by reasonably utilizing the existing natural resources and cultural values of rural society with the help of implementing mountain policies.

2.3.2 Revelation

Through the Swiss "ecological village" model, can better drive the rural construction. Faced with the problem of outflow of rural professionals and young labor force in China, we can learn from the "ecological countryside" of Switzerland to transform the rural ecological environment, so as to encourage local talents to innovate in an all-round and multi-angle way and effectively drive agricultural and rural construction.

First, create a good environment for development, give agriculture and rural areas a broader space for development. Properly broadening the agricultural and rural market environment can better promote social construction and market development, and give agricultural talents a broader employment space. For example, for some regions with relatively backward economic development, the help of professional talents can better expand agricultural production, open up the pattern of agricultural development, and inject fresh blood into the construction of beautiful countryside.

Second, integrating "ecological countryside" into the daily construction process can also reduce the cost of living in rural areas to a certain extent and promote entrepreneurship and innovation. Local government can effectively drive rural construction through policy support and financial subsidies.

Third, attract professional talents and strengthen the construction of local teams. In the process of agricultural and rural development, in order to make the best use of talents, it is necessary to apply the innovation incentive model, appropriately improve welfare benefits, attract more professionals to join in the agricultural construction process, and promote technical talents to be more actively involved in agricultural technical production through technology investment and other methods [3]. Build agricultural product research and development team, dig local agricultural talents and local resources, promote agricultural talents to be better integrated into the process

of rural construction, carry out targeted rural brand and cultural construction.

3. DEVELOPMENT PATH OF CHINA'S RURAL CONSTRUCTION

3.1 Increase infrastructure construction and create digital countryside

Under the rapid development of modern society, in combination with foreign rural construction modes, in order to effectively promote the construction of beautiful countryside, it is necessary to increase investment in infrastructure and promote the development of digital countryside.

Each region needs to combine the actual development needs, make full use of local characteristics and local resources, identify local industry categories, apply digital technology, and determine the development path of digital rural construction. Digital rural construction can expand the industrial chain to a certain extent, and realize the efficient development of logistics, warehousing, sorting and processing. From the perspective of rural agricultural life, the application of modern information technology can effectively improve the quality of life of farmers, promote the development of education, pension, medical and other social services. For example, for major agricultural production areas, the application of digital technology in the entire industrial chain of agricultural production can improve agricultural production efficiency, and it can also be applied to the field of agricultural product marketing to effectively deal with the problem of unsalable agricultural products and improve farmers' income [4]. At the same time, each region can build the whole agricultural industry big data center by combining the information means, comprehensively collect the data information of agricultural products, optimize the varieties of agricultural products, and optimize the production and marketing of agricultural products. And can reasonably use the agricultural condition detection system, get rid of the shackles of manual operation, improve the management efficiency.

3.2 Realize ecological restoration and governance and develop ecological villages

At present, China is in the stage of ecological rural construction, the realization of ecological civilization construction and spiritual civilization construction began to become the focus of rural construction and development process. In order to better promote the construction of agriculture and rural areas, it is necessary to combine the actual situation of rural development, flexibly adjust the development plan, and develop ecological economy. In the whole construction process, dynamic monitoring of the local environment is needed. At present, some areas begin to show the phenomenon of emphasizing economic development and neglecting ecological protection. Under such circumstances, it is more difficult to apply the existing resource advantages, resulting in ecological damage to the local environment. In the future, the focus should be on ecological restoration, effectively tackling soil erosion, strengthening the restoration of damaged soil, and avoiding overfishing as much as possible to ensure biodiversity. In response to the development requirements

put forward by the local government, we can carry out the work of returning farmland to forest and grassland, so as to build a more stable and environmentally friendly ecological environment and realize biodiversity.

At the same time, the construction of ecological countryside should adhere to the development of ecological economy, make full use of existing resources, and build a circular economy industry chain. For example, rural areas can make full use of their own agricultural resources to realize the development and utilization of forestry resources, extend the rural ecological industry chain, improve the efficiency of resource utilization, and develop ecological villages.

3.3 Make development plans scientifically and build beautiful villages

Rural construction projects, more complex links, in different parts of the geological conditions, environment and resources will also there is a difference, to beautiful rural construction, should fully consider environmental resources, the science formulation of the overall development plan, the rural construction continuously detailed, mobilize the enthusiasm and initiative of the local cadres and peasants, based on the environment is exquisite, the principle of ecological livable, Promote the construction of beautiful countryside to become a reality, and effectively improve the quality of life of villagers.

4. CONCLUSION

To sum up, it is of vital significance to analyze the experience and inspiration of foreign rural construction models. In the future, in order to effectively promote rural construction, we should reasonably analyze the

application characteristics of South Korea's "New Village Movement", Japan's "one village, one product" and Switzerland's "ecological village" rural construction model, so as to further clarify the rural governance measures and the direction of rural construction, and effectively promote the development of agricultural and rural modernization.

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The Dilemma and Thinking of The Training of Preschool Education Professionals in The New Period

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Abstract: Open is the purpose of preschool education professional talent of education high quality preschool teacher, how to do the work is of great significance, therefore, this article through to in the new period before school education professional talent training were analyzed, and points out that the plight of the preschool education professional personnel training aspects, and puts forward the corresponding solving strategy, hope can provide our country preschool education professional personnel training work with reference.

Key Words: Preschool Education; Education Major; Cultivation Of Talents

1. INTRODUCTION

Pre-school education for young children's development has a very important role, and preschool education professional as an important way to cultivating talents of preschool teacher education watches, but at present our country preschool education professional personnel training is facing many difficulties, how to solve these problems, study to do a good job of pre-school education professional personnel training of resolution strategy is necessary.

2. DIFFICULTIES IN TRAINING PRESCHOOL EDUCATION PROFESSIONALS

2.1 Unreasonable goal and mechanism of talent training

At present, it is common for preschool education majors in colleges and universities in China to have unclear talent training objectives and unreasonable education mechanisms, which can not accurately locate the training objectives of teaching talents, resulting in low talent quality and low training efficiency.

2.2 Teaching Methods The traditional curriculum system is not perfect

Preschool education majors generally adopt the passive teaching method of teaching materials, which simply carries out language teaching without paying attention to students' practical ability. In other universities, there are problems with the curriculum arrangement, making it difficult for students to have enough time for relevant internships.

2.3 Shortage of students and unreasonable application of teaching equipment

Preschool teaching major is affected by many factors, the scope of students is small, the channel of students is narrow, it is difficult to get enough students to supplement. In other universities, although equipped with relevant teaching facilities, students with low frequency of use rarely have the opportunity to use these facilities for

learning and practice.

2.4 Weak faculty Strength The overall quality of teachers is low

In most colleges and universities, the shortage of teachers in preschool education, the lack of high-quality professional teachers, the lack of school funds, and the insufficient emphasis on expanding the team of teachers in preschool education to improve the quality of teachers have affected the personnel training and teaching efficiency.

3. STRATEGIES FOR TRAINING PRESCHOOL EDUCATION PROFESSIONALS

3.1 Reasonable positioning of cultivation objectives and classification of cultivation specifications

The rationality of talent training objective determines whether the training direction of preschool education major is correct. Therefore, colleges and universities should set scientific and reasonable training goals when cultivating students majoring in preschool education. They should keep pace with The Times in combination with the social development and the actual situation of the current early childhood education work, and work out the training direction close to the actual life and education work. It should also clarify the professional knowledge and professional quality that students should have, and formulate corresponding teaching rules and regulations to standardize students' learning. In addition, the teaching and training objectives should have the characteristics of the school, find their own positioning, analyze the general direction and trend of the current preschool education from a higher strategic perspective, and cultivate preschool education professionals who can meet the needs of the public and contribute to the growth of children. Preschool education major should train talents from the three aspects of educational thought, physical and mental quality and professional skills, carry out ideological and political education for students and exercise their physical and psychological quality. Attention should be paid to the improvement of students' professional skills and the mastery of basic knowledge, and training specifications should be scientifically and reasonably divided so that students can become comprehensive high-quality talents with high professional skills [1].

3.2 Reasonably design teaching courses and improve teaching methods

A reasonable teaching curriculum system is the guarantee to do a good job in the training of preschool education professionals. The design of teaching courses should not only guarantee the professionalism but also pay attention

to the basic training and teaching practice. To let the students establish a correct sense of "three views", so that they form a good personal character in the process of learning. In addition, we should pay attention to the construction of students' psychological quality, strengthen psychological counseling, and carry out psychological counseling lectures to answer their psychological doubts and problems. For example, a university preschool education specialized regularly held "perfect ourselves, bathing the mind" the mental health of the lecture activities, psychological counseling by invited experts to popularize mental health knowledge for the students, to speak about the importance of mental health, the school also has opened a purpose-built "psychological consulting room" hired professional psychological teacher provide psychological service for students, Greatly promoted the formation of students' healthy psychology. In addition, it is necessary to improve the teaching methods of teachers, change the traditional teaching methods and teaching ideas, innovate the teaching mode, so that students can feel the content and significance of preschool education in the simulated scene. For example, a university simulates the teaching environment of kindergarten teachers in the teaching process, allowing students to think about the teaching process of getting along with children in the form of virtual scenes.

3.3 Expand and optimize the professional students and reasonably apply teaching equipment

The training of talents must first cultivate students, "make bricks without rice". Without students, a school cannot cultivate excellent talents. Therefore, colleges and universities should pay attention to the problem of the source of students for preschool education, and try to broaden the source of students to expand the scope of enrollment. It should not be limited to fresh graduates, but also expand the scope of training to the society, and recruit those who are keen on education and interested in preschool education, so as to broaden the source channels of students of preschool education and increase the number of students. But at the same time, we should also pay attention to the quality of students. Only when the quality of students is guaranteed, the possibility of cultivating excellent teachers in the future will increase. We can set the corresponding admission standards and conduct the professional skills assessment of students. On the other hand, we should increase the publicity of enrollment, eliminate the concerns and prejudices of students and parents on preschool education major, encourage boys to apply for the examination, change the traditional thinking, and improve the imbalance of male and female ratio in preschool education major. Due to the high frequency of use of teaching facilities in preschool education majors, universities should pay attention to the rational use of relevant teaching equipment, improve the utilization rate of equipment, increase the opening time, so that students can have more opportunities to learn and practice, and improve their enthusiasm for learning and

willingness to learn independently [2].

3.4 Strengthen the construction of teachers to build a team of high-quality teachers

To do a good job in the training of preschool education professionals, we need to create a group of professional teachers. Colleges and universities should not only rely on the original teacher selection mode, but also expand the channels of teacher recruitment, so as to supply fresh teachers for preschool education and expand the faculty team. In addition to not only guarantee the teachers' professional ability and quality of teaching, but also cultivate their ability of teaching practice, teach students theoretical knowledge but also pay attention to the cultivation of practice ability, can let the pre-school education professional teachers to a nearby kindergarten practice study, understand the real teaching environment and teaching methods, improve their practical ability so as to better educate students. For example, a university preschool education specialized regularly held "in practice" activities, through cooperation with schools nearby kindergarten, preschool education professional teachers into the kindergarten, and learn from kindergarten professional teachers teaching experience and teaching knowledge, through holding such activities to promote professional teachers' professional quality preschool education to exercise their education practice ability. In addition, colleges and universities can also invite experts and scholars of related majors and professional teachers with years of teaching experience in kindergarten to give special lectures for teachers majoring in preschool education, so that teachers can not only learn professional knowledge, but also understand the real teaching process and teaching methods of preschool teaching, and improve the professional quality of teachers.

4. CONCLUSION

In short, to do a good job of pre-school education professional personnel training is very important, related institutions and government departments concerned should improve on the importance of the work, to the reasonable design of colleges and universities teaching courses and training standards, widen the channel of the students, improve teaching methods, to build a high-quality preschool education teachers' professional talent team, To train more outstanding preschool teachers for China's preschool education.

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Exploration Of Classroom Teaching Mode of Ideological and Political Education in Higher Vocational English Courses

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Abstract: Under the new situation, the main purpose of higher vocational colleges is to provide more high-quality professional and technical talents for the society. Under the trend of globalization, English in higher vocational schools has become an important subject and an indispensable part. The ideological and political courses of English courses in higher vocational colleges should be based on the classroom of colleges and universities, and the ideological and political elements of the courses should be integrated into the English classes, so as to spread Chinese culture and beliefs, and give full play to the educational goal of cultivating people by virtue. Strengthen the establishment path of "vocational education, political adult", keep up with social development, in order to give play to the ideal effect of education. Therefore, based on higher vocational colleges, this paper first proposes the content and problems to be analyzed, and then establishes a targeted and scientific mode optimization path.

Key Words: Higher Vocational Education; English Courses; Ideological Education

1. PROBLEM PRESENTATION

With the increasingly significant role of English as an international language, English has become an indispensable part of higher vocational students' learning process. The basic requirement of higher vocational education is practicability and application-oriented, so as to train more high quality and high-quality technical talents for the society to the greatest extent. Under the background of the new era, the cultivation and improvement of students' foreign language ability in higher vocational colleges are indisputable. The idea of running a socialist school with Chinese characteristics is to take moral education as the fundamental task of teaching, make reasonable overall planning on the basis of the whole staff, the whole process and the whole aspect, and effectively combine professional courses with basic courses and ideological and political courses, so as to establish a large ideological and political work pattern [1]. In higher vocational colleges, the course of political accomplishment is the main channel and front of education. At this time, teachers are required to make clear the objective of moral education, add Chinese traditional cultural knowledge, obtain wisdom, help students form good professional ethics, and lay a good foundation for future study and work. However, in the course of practice, in the ideological and political education classroom teaching of English courses in higher vocational colleges,

English teachers lack ideological and political literacy and ability, the resources of ideological and political education in English courses are insufficient, the course assessment and evaluation methods are single and backward, and the teaching methods and methods are boring and boring [2]. In view of this, how to establish a suitable ideological education classroom teaching model for vocational English courses? Under the current situation, many front-line workers need to explore the focus.

2. THE CLASSROOM TEACHING MODE OF IDEOLOGICAL AND POLITICAL EDUCATION OF ENGLISH COURSES IN VOCATIONAL COLLEGES

2.1 Pay attention to the rational development of ideological and political resources of course content

In the process of practice, English teaching in higher vocational colleges needs to be based on textbooks and effectively integrate ideological and political courses into them. In the process of integrating textbooks and ideological and political resources, students in higher vocational colleges need to be oriented to create a good learning environment. To maximize the students' exposure to traditional Chinese culture, correct values on a detailed basis, and get the right guidance. In the detailed analysis, the implementation of the foundation, dig out the ideological and political elements. In addition, teachers in higher vocational colleges also need to organically integrate the goals of English teaching with the goals of ideological and political education, improve the quality of teaching, increase cultural confidence, and build a different sense of cultural pride. In addition, teachers also need to combine the practical needs, strengthen students' patriotic feelings, and root different traditional cultural spirits into the brains of students, and into the brain, into the heart. Such as: When learning knowledge related to Valuable Friendship, higher vocational English teachers can convey the correct concept of making friends to students according to the actual needs, so that students can also make clear how to choose friends after they enter the society when learning knowledge and make progress together. It is not to do some sneaky things. When learning relevant contents of "Yummy Foods", vocational English students need to be reasonably guided to establish the correct concept of food, and develop good behavior habits, so as to maximize the definition of Chinese food civilization. When learning about "Culture Diversity", teachers need to combine Chinese characteristics with international Culture, so that students can perceive the differences, find out the outstanding aspects of China, and build up strong patriotic feelings and national pride. In the

process of international communication, students need to respect cultural differences to the greatest extent, take the essence and discard the dross, and expand the cultural output of the Chinese nation.

2.2 Pay attention to improving teachers' ideological and political literacy and educational ability

For higher vocational colleges, teachers want to give their students a bowl of water, then they need to have a bucket of water. At this time, teachers in higher vocational colleges also need to continue to learn professional knowledge and ideological and political knowledge, improve ideological and political literacy, and enhance educational ability. In such classes, teachers are needed to keen eye to extract the education course content, and increase education project content of learning, deep foundation, perception of ideological education connotation, increase the quality of instruction, to carry out the basis, keep effective teaching quality, the professional development for higher vocational students after ready to provide a good foundation.

2.3 Attach importance to ideological and political education concepts and improve the assessment and evaluation system

At this time, English teachers in higher vocational colleges need to change their original ideas and establish a sound assessment and evaluation system. From a single way of assessment, towards the diversification of the perspective of implementation extension. Higher vocational English teachers also need to increase the close degree of English teaching and ideological and political teaching, and stimulate the enthusiasm of students in the two-way assessment. In essence, the ideological and political teaching of English courses should be implemented, the construction of indicators should be strengthened, the cultural foundation should be implemented, the fairness should be maintained and the universality should be enhanced.

2.4 Attach importance to the innovation of teaching methods and bring into play the value of ideological and political education

From the traditional perspective, the teaching of ideological and political courses and English teaching in higher vocational colleges are independent subjects, and they are not combined to study together. In addition, the traditional teaching method, which is mainly based on scores, basically adopts the "cramming" teaching method, which can no longer meet the needs of current development. Teachers should combine the actual situation of their students, establish diversified teaching methods, improve the means of innovation, and establish the integration path of different themes. For example,

when learning the theme of food, teachers can use multimedia to present all kinds of food to students. When learning the content of friendship, teachers can effectively reflect the friendship movies, and maximize the real experience of students. When learning knowledge related to public welfare, teachers can personally lead students to nursing homes or some areas with strong public welfare to strengthen practice, so that students can perceive the main value and significance of ideological and political education in the real environment and practice [4].

3.CONCLUSION

With the progress of the society, the ideological and political education of English courses in higher vocational colleges needs to adapt to the development needs of The Times, give play to the value of ideological and political education, learn language skills in the educational concept of "cultivating people through three integrity", and achieve the main realm of "moving in mind and practicing in practice". Teachers also need to constantly improve themselves, enhance their professional ability and quality, accumulate cultural deposits and improve their teaching ability. Need to have a keen vision, can quickly into the teaching design, ideological and political related content. Enhance the training of students' professionalism, maintain the national spirit, and develop and extend towards the direction of craftsman spirit.

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Research On the Transformation Countermeasures of China's Commercial Banks Under the Background of Financial Technology

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Abstract: With the continuous change of the global economic form, how to effectively improve the competitiveness of banks is imminent. This paper mainly analyzes the current situation of China's commercial banks under the background of financial technology, and puts forward the corresponding transformation countermeasures.

Key Words: Fintech; Commercial Banks; Transformation Of Countermeasures

1. INTRODUCTION

At present, in the total income of large banks in developed countries, non-interest income can account for more than 50%, and intermediate business accounts for the main part of income [1]. However, in China, the proportion of non-interest income in total income has not been high. Although it has increased to a certain extent in recent years, the share of intermediate business still does not exceed 30%. With the advent of the era of financial technology, China's commercial banks have been impacted accordingly. Due to the continuous decline of the loan scale, the profitability of commercial banks is not optimistic. In order to respond well to the changes of various situations, commercial banks should establish effective countermeasures as soon as possible, speed up transformation and adapt to social and economic development. Therefore, this paper mainly analyzes the current situation of China's commercial banks under the background of financial technology, and puts forward the corresponding transformation countermeasures.

2. CURRENT SITUATION OF CHINA'S COMMERCIAL BANKS UNDER THE BACKGROUND OF FINTECH

The concept of fintech, first proposed in the United States, mainly refers to the ability of enterprises to provide more effective financial services through technological means. Under the background of financial technology, China's commercial banks have been greatly affected in many aspects. At present, the three main businesses of commercial banks are asset business, liability business and intermediate business. Among them, liability business is the key to ensure the good operation of the bank, while intermediate business and asset business are closely related to the profitability of the bank. Fintech has an important impact on the three major businesses of commercial banks. For example, relevant data show that in 2014, the total amount of bank deposits in China declined for the first time since 1999, and a large amount of deposit loss directly caused the situation of "money

shortage", resulting in the reduction of bank loan amount, and seriously affecting the profitability and capital flow of commercial banks [2]. For the loan business of commercial banks, compared with the deposit business, it is less affected by the development of fintech, because the loan business developed by fintech at the present stage has fewer types and smaller scope. However, as the scale of deposits in commercial banks decreases, the scale of loans decreases, so fintech will also indirectly affect the lending business. At present, the scope of intermediary business of domestic commercial banks is relatively small, the type is relatively single, and the income of intermediary business is relatively small. When commercial banks are hit by fintech by such business composition, their profitability will also be affected.

3. COUNTERMEASURES FOR THE TRANSFORMATION OF CHINA'S COMMERCIAL BANKS UNDER THE BACKGROUND OF FINTECH

3.1 Expand business model based on Internet technology

The Internet platform has the advantages of convenience and low threshold. Under this background, fintech has the opportunity to develop rapidly, which also causes the change of financial users' consumption habits. Commercial banks should have a correct understanding of the current competitive environment, effectively combine with Internet platforms, and compete with financial technology companies for consumers. From the perspective of low threshold, money market funds such as Yu 'ebao appeared for the first time in 2013. In the following year, China's commercial banks continuously launched a variety of financial products, lowering the purchase threshold again and again. In recent years, many "1-yuan financial products" have emerged, further lowering the purchase threshold of financial products [3]. From the perspective of convenience, as more and more users carry out balance financing, for example, Minsheng Bank and Bank of Beijing have launched online direct banking, which is in line with the current trend of consumer finance. China Construction Bank set up an internal e-commerce platform, while China Merchants Bank, Industrial and Commercial Bank of China and some small and medium-sized banks set up an online mall to gradually accumulate transaction data through the online platform. The above measures are traditional commercial banks' business strategies with the help of the Internet platform, which can expand their business scope to a certain extent. However, there is still a lack of initiative, so commercial banks should judge the future competitive trend of the industry in advance, and actively use the

mutual-benefit network platform to expand the business scope. For example, commercial banks can promote the transformation of online banking from closed to open, and further improve convenience. At the same time, mobile finance should be vigorously developed to promote the transformation from traditional banking to mobile banking. On-site outlets should be updated and upgraded as a whole, and offline business suitable for online development should be gradually transferred to online for completion.

3.2 Implement risk management measures and reflect its own advantages

For a long time, commercial banks have focused on the financial sector, which is experienced in the industry and has a large number of customers. Operational risk is the essential characteristic of commercial banks, and the ability to identify and manage risks has always been the key to the competitiveness of commercial banks. The rapid development of financial technology has both advantages and disadvantages. The risk aggregation in the short term puts forward higher requirements for the risk management ability of the company. In the context of fintech, commercial banks need to fully reflect their own advantages, constantly strengthen risk management ability, show users effective solutions to control risks and guarantee capital security, and enhance their core competitiveness in the market. In a word, under the condition that commercial banks have a large amount of account and real-name information, they should pour more resources into the risk management link, effectively control the possible risks, optimize the risk management information and monitoring system, scientifically and rationally judge the risks, and control the risks undertaken by the company within the corresponding range as far as possible.

3.3 Strengthen cooperation with fintech companies

For online financial services of fintech companies, they are not completely opposite to offline financial services of commercial banks. Instead, they can complement each other. Commercial banks can strengthen cooperation with Internet companies to jointly launch related APPs with functions such as consumption and financial services, and gradually form a sound financial ecological chain. For example, Bank of China has launched the Bank of China E-Commerce and Guangdong Development Bank has launched the Moonlight Box, which are typical examples of cooperation between commercial banks and financial technology companies. At the same time, commercial banks should also study the business model of Internet

companies' participation in financial services, dig into the areas that are still not satisfied in the business process, and provide targeted services.

3.4 Promote cooperation between banks

Under the background of financial technology, it directly affects the competition situation of commercial banks. At the present stage, commercial banks, on the one hand, are competing with industry rivals, and on the other hand, they need to face challenges from Internet financial companies. Therefore, commercial banks need to master and understand the operation form, development status and future direction of fintech companies, and be fully familiar with the situation of their competitors, so as to make corresponding competition plans on this basis. At the same time, commercial banks can also strengthen cooperation, build financial institutions, promote mutual exchanges and learning, constantly improve professional capabilities, and ultimately enhance the overall competitiveness of the banking industry. In addition, commercial banks should also take the initiative to choose businesses with advantages, constantly expand their advantages, learn from other commercial banks and give full play to their business advantages, so as to provide more high-quality financial services to users.

4. CONCLUSION

To sum up, under the background of financial technology, the transformation of China's commercial banks is an inevitable trend. In the process, commercial Banks need a comprehensive understanding of the deficiencies, improve attractiveness by financial technology, under the guidance of multiple transformation measures, the breakthrough of offline online services, strengthen the cooperation between Banks, to improve their competitiveness, and the Internet financial companies to form a new competitive relationship, to ensure that the environment has the initiative in the market.

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Research on Construction of Online Open Course and Application of Information-Based Teaching Reform in Higher Vocational Colleges

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Abstract: Under the new situation, with the further extension of science and technology, "Internet +" education appears in everyone's vision. Open online courses (MOOCs) provide a new way for teachers and students to learn. We will transfer the physical classroom to the online classroom, strengthen the sharing of information resources, set up online open courses, and strengthen the cultivation of students' autonomous learning ability. Break through the traditional teaching mode, build a flexible teaching management mechanism, and improve the construction of a mixed education mode combining online and offline. Therefore, this paper first put forward the problems and content to be explored, based on the reality, combined with the current situation, establish a new classroom teaching pattern, targeted construction of teaching reform measures.

Key Words: Higher Vocational Education; Open Online Courses; Information-Based Teaching

1. PROBLEM RAISING

With the development of science and technology, education and teaching methods under the traditional concept can no longer meet the current development path. In the course of information-based teaching reform, online open courses are conducive to promoting students' comprehensive development, can effectively support students' personalized learning, and further objectively evaluate students' learning results. The construction of open online courses is not only the change of course resources and teaching methods, but also the pace of information-based teaching mode [1]. However, in the process of practice, traditional classroom teaching and online open course application process, there are problems of coexistence, lack of teacher-student interaction. The teaching management system is solidified, and the concept of online open course construction is insufficient, which is lack of depth. At the same time, there is a certain distance between the commercial moOCs development model and the actual teaching needs, and the cooperative development is monotonous and lacks characteristics. In view of this, how to do a good job in higher vocational college teaching information construction? Has become the current trend, many scholars need to analyze the content.

2. CONSTRUCTION OF ONLINE OPEN COURSES AND APPLICATION OF INFORMATION-BASED TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES

2.1 Resource introduction and independent development

coexist to promote independent development capacity

For higher vocational colleges, the main purpose is to train more high-quality talents for the society. At this point, it is possible to establish a mixture of online and offline education by establishing online course resources. Based on the actual situation, combined with the characteristics of the school, select the appropriate online open course platform. The platform needs high quality resources and perfect functions, which can provide good basic conditions for information-based teaching. The independent development of open online courses is basically the type of SPOC, which can cooperate with each other among schools, improve the coverage of course learning, and effectively combine theoretical knowledge with practical knowledge, so as to meet the construction method of open online course practice [2].

2.2 Attach equal importance to construction and application to promote the application of information-based teaching

Under the current informationization tide, higher vocational colleges need to continuously stimulate the enthusiasm of online open course teachers, cultivate students' innovative consciousness, improve students' independent learning ability, enhance corresponding professional ability, and improve the core competitiveness. On the basis of sharing, openness and collaboration, online open courses can be implemented and developed toward the direction of high-quality courses, expand communication, increase testing, and maintain interactive ways to meet the current teaching development needs. Students in higher vocational colleges can also increase the application of blended teaching and flipped courses, establish massive data, and update the teaching mode and management mode. When online courses are applied, teachers need to use training and learning methods to increase information literacy, teach mathematics in a reasonable design, improve information-based teaching ability, maintain information-based teaching reform, meet the current development path, and lay a good foundation for students' lifelong learning [3].

2.3 Team building and system building of moOCs

The paradigm of online open course construction requires higher requirements of teaching staff, which not only requires reasonable allocation of resources, but also can put specific problems of teaching work into practice. Effectively integrate information, computer, digital media, education and other technologies, master the ways and concepts of open online courses construction in the way of professional teams, increase professional team

guidance, and combine theory and practice in active open online courses. The open online course system also needs to organically combine the funds and uses of the construction and the key contents of teaching, so as to increase the confidence of the construction of online courses and enhance people's subjective initiative.

2.4 Open online courses lead the information-based teaching mode

In the era of "Internet +", many new teaching methods, such as MOOC and SPOC, have appeared in front of us [4]. First of all, change the traditional teaching mode, adapt to the information teaching. In other words, we need to try more courses based on terminals such as PCS and mobile devices. With students as the main body and teachers as the leading, the blended teaching method is established to help students expand communication, improve their independent learning ability and enhance digital learning methods. Secondly, create flexible teaching management mechanism to enhance the level of information teaching. Reasonable allocation of students' learning time, and set up course hours, increase assessment and evaluation methods, establish the corresponding workload of teachers. In addition, it is also necessary to arrange tasks in a team way on the basis of collaborative development of teachers. Break the traditional credit management system, establish a new credit assessment mechanism, solve the way of teaching alone, establish a new team new pattern, maintain the enthusiasm of family teaching management. Finally, to build to promote teaching, improve teachers' information teaching ability. For teachers, they not only need to have strong professional ability, but also need to have strong teaching ability and the ability to use information technology. In the actual teaching environment, curriculum design, resource acquisition, information technology application and other organic combination to meet the current development path. The implementation of open online courses in the construction of recognition, but also need a reasonable analysis of video recording and production, later processing and resource upload and other issues. In many cases, these technical means can not be completed by a single teacher. With the assistance of a team of teachers, more testing, examination, mutual evaluation and other activities should be handled to maintain reasonable capacity building and improvement. Through training, teachers' information literacy should be

enhanced to the greatest extent. Under the construction of open courses, teachers should master certain information means, maintain professional ability and teaching ability, promote information technology ability together, maintain scientific teaching methods, meet the current thinking logic, and establish a sustainable development path. Constantly improve the online open course evaluation system, according to their own teaching practice, increase the all-round, three-dimensional evaluation.

3.CONCLUSION

With the progress of society, vocational education in the "Internet +" era also needs to conform to the current development needs, increase the construction of online open courses, change the concept of work and innovate the working methods on the basis of online and offline blended teaching. The content of online open courses should be developed according to local conditions and the construction of teachers should be strengthened. The use of new education and teaching platform, the organic combination of theory and practice, so that students really learn to apply, draw lessons from one another, improve the quality and efficiency of classroom teaching.

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Research on the Innovation of College English of Audio-visual & Speaking Course

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Abstract: English audio-visual & speaking course is a basic course in college English teaching, which is of great significance to the improvement of students' comprehensive English quality in college. However, with the continuous advancement of higher education reform and the rapid changes of social environment, college English audio-visual & speaking teaching is facing many challenges in the new era. From the development of recent years, the class hours of college English public courses are on the decline, and the audio-visual & speaking contents in English teaching are constantly deprived. However, college English is facing the pressure of improving students' English comprehensive strength, obtaining English grade certificate, English professional training and so on, so curriculum innovation has become an urgent demand.

Keywords: College English; Audio-Visual & Speaking Course; Innovation Research; Reform In Education

1. INTRODUCTION

In the traditional college English audio-visual & speaking course, teachers often use English playback equipment to play recordings, so that students can practice English listening in the process of listening to dialogues or short passages. This teaching mode has a strong singleness, so that students have a low sense of participation in the learning process, which requires the majority of English teachers to be student-centered and actively introduce advanced teaching concepts. This paper makes an innovative reform of college English audio-visual & speaking course, and explores a teaching mode to meet the new needs of contemporary college students' English audio-visual & speaking learning.

2. THE CURRENT SITUATION OF THE DEVELOPMENT OF COLLEGE ENGLISH AUDIO-VISUAL & SPEAKING COURSE

2.1 It Is Difficult To Carry Out Teaching

For students, everyone's learning ability and the basis of English audio-visual & speaking are different, and college students have gone through many stages of English learning. In addition, there are great differences in the quality and methods of English teaching across the country, which further deepen the individual differences of college students' English literacy. As a result, English teachers are faced with great difficulties in the initial stage of the audio-visual & speaking course, and they are unable to make a listening and oral teaching plan for the whole class, resulting in poor learning experience of students, and ultimately unable to achieve the expected effect of teaching. In addition, the proportion of class hour arrangement of audio-visual and oral courses in English

teaching is very limited. In the limited time, teachers often can not give attention to audio-visual & speaking teaching and answering questions and other teaching links. In order to complete the prescribed teaching plan, English teachers only broadcast audio and video materials about audio-visual & speaking teaching on the classroom. It is difficult for students to obtain substantial ability improvement. If students have questions, it is difficult for teachers to have the opportunity to answer them, which also increases the difficulty for the development of audio-visual & speaking courses. [1]

2.2 Unscientific Content Setting

From the perspective of current college English audio-visual & speaking courses, many English teachers are deeply influenced by traditional teaching concepts and teaching habits. First of all, they separate the cultivation of reading, speaking and listening abilities and carry out independent modular teaching. In the teaching of reading, students seldom speak and listen to the original recording. In listening practice, students only listen to the tape and solve problems. Oral practice is more mechanical repetition or dialogue training. As a result, students can not effectively integrate audio-visual & speaking learning, and it is difficult to improve their comprehensive ability. Secondly, in daily English teaching activities, teaching activities are always carried out around teachers; students' autonomy is suppressed, especially the cultivation of English listening and speaking ability needs a lot of interactive practice, while the traditional classroom is lack of interactive situation between teachers and students. Students' enthusiasm in class is poor, and some even play with their mobile phones. It is difficult to form a close relationship between teachers and students, let alone improve students' listening and speaking ability.

2.3 The Teaching Evaluation Is Single

College Students' English listening and speaking ability is generally poor, and many English teachers often lower the standard of teaching evaluation when they know this situation. They only set up some students' adaptive practice content when they carry out audio-visual & speaking practice, and there is no rigid regulation on students' ability test, which leads to students' lack of attention to the cultivation of English application skills and cross-cultural communication ability. In teaching evaluation, teachers often use the more efficient form of score, which can't realize the investigation of students' abilities in many aspects, and the matching degree between the evaluation results and the actual teaching situation is also low. [2]

3. ON THE INNOVATION OF COLLEGE ENGLISH AUDIO-VISUAL & SPEAKING COURSE

First of all, with the growth of college students in the new era and the Internet era, their ideas are more open and their personalized characteristics are more obvious. When carrying out the innovation of English audio-visual & speaking course, we should consider whether the innovative content can catch the students' attention in the shortest time, and at the same time, we should pay attention to improving the information level of English audio-visual & speaking course. Secondly, we should pay attention to the cultivation of students' awareness and ability of autonomous learning. English audio-visual & speaking learning is a long-term process. Most of the time in this process is the content of autonomous learning. Teachers should make students gradually get rid of the dependence on the classroom in the teaching process, actively participate in practical activities in life, and truly form the awareness of lifelong learning. [3]

4. STRATEGIES FOR INNOVATION AND TRANSFORMATION OF COLLEGE ENGLISH AUDIO-VISUAL & SPEAKING COURSE

4.1 To Innovate Teaching Idea

Influenced by exam oriented education, traditional audio-visual teaching focuses more on students' ability to take exams, and teachers pay more attention to students' test scores in teaching evaluation. What is needed in the new era is talents with real ability to use English, which requires English teachers to change their teaching thinking, to be more student-oriented, to make clear the significance of cultivating students' English listening, speaking ability and how to help students acquire these abilities. Teachers should add practical content such as interview English, communicative English and situational performance in teaching according to the requirements of quality improvement, so that students can harvest "useful information" in improving their ability in every class. In the process of teaching, we should change the role of students as passive receivers, become the discussants and researchers in the classroom, and highlight the dominant position of students. Teachers are no longer monologues in the classroom, but guides on the way to improve students' ability. [4]

4.2 To Innovate Teaching Mode

In order to improve students' listening, speaking and reading abilities, teachers should adopt the student-centered teaching mode. However, the application of various teaching methods and the implementation of teaching contents need to give full play to the leading role of teachers in teaching. Teachers should choose more accurate teaching methods and means under the guidance of the purpose of improving students' quality, give full play to their professional advantages, and improve teaching quality on the premise of ensuring teaching efficiency. Teachers can learn from the flipped classroom teaching ideas to improve the content of students' autonomous learning. [5] Before class, students should arrange specific audio-visual & speaking preview contents. Students should collect English learning materials according to the learning tasks assigned by teachers. For example, they should arrange a learning task to introduce a historical site in China. Students need to

work in groups to carry out a survey of the historical background, landscape features, cultural heritage, cultural connotation and other aspects of the content of the writing, to lay a good foundation for classroom teaching.

4.3 To Optimize The Teaching Content

In the selection of teaching content, teachers should select the content closely related to students' learning and life, so that students have the desire to participate fully, such as choosing the content of shopping, tourism and other topics, so that the teaching content can really serve the students' practical activities. In order to enhance the interest of audio-visual & speaking class, teachers can provide more opportunities for students to practice oral English by carrying out relevant competition activities, so as to mobilize students' interest in learning oral English to the greatest extent, such as English speech contest, English song singing contest, story contest, etc., to make good use of the advantages of the second class after class. When the students have a certain foundation of audio-visual & speaking ability, the teacher can let the students choose the film and television works that they are interested in as a group, and carry out the role-playing dubbing exercises of the segments. The students can correct the pronunciation problems in the process of training together, and can also join the form of mutual evaluation among students in the teaching evaluation link, so as to do a good job in the formative evaluation of the audio-visual & speaking learning process. [6]

4.4 To Integrate e-Learning Platform Into Audio-Visual & Speaking Course

The development of new Internet education platform has brought new forms and new impetus to the development of education industry. In the audio-visual & speaking course of universities, we can also apply the idea of "Internet plus", change the traditional single teaching mode, and develop the new practice of online and offline linkage teaching. First of all, English teachers can use the Internet platform to build micro courses as an auxiliary means of daily teaching. This form mainly focuses on the display and emphasis of the key and difficult points in the teaching process. Making full use of students' scattered time after class can also help students break the time and space constraints of audio-visual & speaking learning, and consolidate relevant knowledge at any time according to their needs. Through the vocabulary micro course, students can preview the key words and phrases involved in the new course. In addition, we can also watch high-quality English pronunciation videos in the form of superstar learning, Ted English speech, etc., which can not only improve the audio-visual & speaking ability, but also cultivate an international vision, enhance students' cross-cultural communication ability through the comparison of different cultures, and also help to enhance students' cultural self-confidence. [7]

5. CONCLUSION

With the increasing improvement of comprehensive national strength, China's status and influence in the world are not what they used to be, which requires college students in the new era to have more world vision, the ability to conduct economic and cultural exchanges with

other countries, and the demand for talents with high-quality English ability from all walks of life is rising. On the other hand, the current college English audio-visual & speaking courses can not meet the needs of college students to improve their English comprehensive quality in the new era. Therefore, colleges and universities should make full use of the information dissemination advantages of new media on the Internet, and integrate the teaching concepts of "flipped classroom", "OBE concept" and "blended teaching" into college English audio-visual & speaking courses. In order to improve the overall English ability of students, a good curriculum environment is constructed.

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On The Necessity and Strategy of Promoting Chinese Excellent Traditional Culture in Colleges and Universities from The Perspective of Cultural Confidence

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Abstract: Cultural confidence is an important confidence that China has put forward in order to carry forward the excellent traditional culture of China in accordance with the trend of the times. As an important place for college students to enter the society, colleges and universities shoulder the responsibility and obligation to carry forward the excellent traditional Chinese culture. This paper takes the cultural confidence as the starting point, discusses the necessity of carrying forward the excellent traditional culture in colleges and universities, and explores the strategies of promoting the Chinese excellent traditional culture.

Keywords: Cultural Confidence; Higher Education; Excellent Traditional Chinese Culture; Strategy Research

1. INTRODUCTION

The entry of traditional culture into the higher education system is the inevitable result of conforming to the trend of the times and following the direction of "cultural confidence". To carry forward the excellent traditional Chinese culture in colleges and universities, we should proceed from the reality, not only from the perspective of society and the country, but also from the perspective of college students, so as to contribute to the era and arduous task of carrying forward the traditional culture.

2. THE NECESSITY OF CARRYING FORWARD THE EXCELLENT TRADITIONAL CHINESE CULTURE IN COLLEGES AND UNIVERSITIES

Under the guidance of the direction of cultural confidence, colleges and universities should make rational use of their educational influence, and play their cultural communication functions, assume the responsibilities that must be borne by the cultural education of colleges and universities, create a good social learning culture atmosphere, and set up a good example for college students, so as to keep on with the goal of Chinese national cultural confidence.

2.1 The Excellent Traditional Culture Of China Can Lay The Foundation For The University Culture

As a card of traditional Chinese culture communication, Chinese universities are displayed in front of the whole society. However, in order to further, inherit, study, learn and innovate in the direction of "cultural confidence", the contemporary Chinese university culture needs to further inherit and promote the excellent traditional culture of China. Colleges and universities can take traditional Chinese culture as the main content of publicity, establish

the self-identity in the college students group, and let students learn the noble spirit of the model of the times spontaneously. [1]

2.2 Cultural Confidence Is The Responsibility Of Cultural Education In Colleges And Universities

Following the "cultural confidence" step, taking the same example and taking the lead, it is the responsibility of the university culture education to continue to inherit, carry forward and innovate the excellent traditional culture education of the Chinese nation. Colleges and universities are one of the main body of social education in China. As one of the fastest growing groups, the most accurate and the most plastic groups, college students should conform to the direction of the times of cultural confidence. Therefore, this is also the social responsibility that colleges and universities must bear when they perform their cultural and educational functions.

2.3 The Advanced Socialist Culture Guides The Direction Of Higher Education

After the founding of new China, the reform and opening up have been deepening and the times have developed rapidly. China is not only the rapid development of economy with the reform and opening up, but also the cultural and ideological fields have also achieved great results. After so many years of development and exploration, the advanced socialist culture has emerged from the excellent traditional culture of our country, and has become a group and dominates the atmosphere. Socialist advanced culture can also guide the cultural education in the direction of the development of colleges and universities. [2]

3. THE PRESENT SITUATION OF CARRYING FORWARD CHINESE EXCELLENT TRADITIONAL CULTURE IN COLLEGES AND UNIVERSITIES

At present, there is still room for progress in the teaching of traditional culture courses in colleges and universities in China, and we have not done enough in inheriting and promoting Chinese traditional culture. From another point of view, that is to say, both colleges and university students have enough space to make progress. At present, the shortcomings are mainly reflected in two aspects: on the one hand, the frequency of promoting excellent traditional Chinese culture activities in colleges and universities is not high, and the number of main activities of excellent traditional Chinese culture hosted by colleges and universities is not enough, which leads to the poor education effect on students and still needs to be further

improved. On the other hand, college students tend to pay more attention to the application of skills and the study of professional courses. They think that it is necessary to inherit and carry forward the excellent traditional Chinese culture, and the degree of attention to the excellent traditional Chinese culture needs to be improved.

3.1 The Frequency Of Carrying Forward The Excellent Traditional Chinese Culture Is Not High

According to the current curriculum in colleges and universities, we can see that most colleges and universities in our country pay less attention to the excellent traditional Chinese culture. Although colleges and universities have set up general education courses, they are dwarfed in campus activities. There are only a few activities with the theme of promoting the excellent traditional Chinese culture in a semester or even a school year. Colleges and universities should not only focus on professional academic activities such as expert lectures, academic forums and scientific research achievements display, but also hold more activities that can carry forward the excellent traditional Chinese culture. [3]

3.2 Students Do Not Pay Enough Attention To The Excellent Traditional Chinese Culture

At present, the learning focus of college students in China needs to be changed to some extent. We can't still focus on the acquisition of professional knowledge and employment related skills, otherwise problems will inevitably appear in the long run. In addition, some college students are lack of learning autonomy and enough enthusiasm for learning content that is not within the scope of the examination. College students, as one of the groups with the strongest learning ability, if they do not pay enough attention to Chinese excellent traditional culture, the inheritance and promotion of traditional culture will lose an important growing soil. Colleges and universities need to improve the attention of college students to Chinese traditional culture from all aspects. Only when college students attach importance to traditional culture, can they spontaneously learn the connotation of traditional culture, inherit the spirit of traditional culture, carry forward the quality of traditional culture, and strive to learn for the new youth in the new era of cultural confidence. [4]

4. ON THE STRATEGIES OF CARRYING FORWARD CHINESE EXCELLENT TRADITIONAL CULTURE IN COLLEGES AND UNIVERSITIES

Colleges and universities need to carry forward the excellent traditional Chinese culture, not only because "cultural confidence" leads them to do so, but also because colleges and universities, as the main body of higher education, have the responsibility and obligation to export culture to the society. Colleges and universities can carry forward the excellent traditional Chinese culture by opening the practice course of traditional Chinese culture, integrating traditional culture into subject teaching, and carrying out traditional cultural activities on festivals.

4.1 Offering Chinese Traditional Culture Practice Course

The first thing that colleges and universities need to do is to go deep into the student group, investigate the students' learning willingness, and guide students from all

directions, multiple angles and different ways. They can issue anonymous questionnaires, hold traditional culture Q & A activities, or Hanfu Festival, etc., and select topics that students are interested in. Under the guidance of cultural self-confidence and traditional Chinese culture, the students can shape the correct outlooks and become the new youth needed by the times. Colleges and universities also need to set up the Chinese traditional culture practice course, from the side to mobilize the enthusiasm of students to learn, let students spontaneously experience the good quality of traditional culture, to experience the baptism of traditional cultural atmosphere, from the class to choose the content of interest, rely on independent power to learn traditional culture, inherit traditional culture, carry forward traditional culture. Only when students are liberated from the boring preaching class and have experienced the interesting aspects of traditional culture, can they have a real touch from the bottom of their hearts, so as to truly inherit and spontaneously carry forward the excellent traditional Chinese culture, form small "radiation sources" and finally radiate to the whole society. [5]

4.2 Integrating Traditional Culture Into Subject Teaching

The teaching of professional knowledge is the core and focus of professional education in colleges and universities. Therefore, colleges and universities can infiltrate traditional culture into subject teaching, and bring it into the examination and investigation scope at the middle and end of the semester, so as to imperceptibly root the seeds of traditional culture in the hearts of students. For example, teachers can intersperse some touching stories of the advanced labor model of the times with classroom teaching. When it comes to engineering, they can tell the story of "Iron Man" Wang Jinxi; when it comes to supporting education, they can tell the story of the most beautiful teacher Zhang Guimei, and so on, so as to skillfully integrate the spirit of the times embodied in the excellent traditional Chinese culture into the professional subject teaching and play the effect of common education.

4.3 Using Festivals To Carry Out Traditional Cultural Activities

China has rich cultural heritage, which has spawned many traditional cultural festivals with important commemorative significance, such as Spring Festival, Lantern Festival, Tomb Sweeping Day, Dragon Boat Festival, Mid Autumn Festival and so on. Behind these traditional festivals are the wisdom and expectations of the ancient Chinese working people. In the traditional cultural festival, college students can not only put down their books, go out of the campus, get a rest from the tense learning schedule, but also participate in traditional festival activities, study, participate in and experience traditional culture and entertainment. For example, the Dragon Boat Race in the Dragon Boat Festival and the dogwood planting in the Double Ninth Festival all have rich classic cultural and traditional stories behind them. Colleges and universities can make full use of traditional festival activities to lead college students to appreciate the beauty of traditional culture, cultivate college students' interest in traditional culture, and mobilize their learning

initiative. [6]

5. CONCLUSION

The ultimate goal of carrying forward the excellent traditional Chinese culture is to make people and students establish self-confidence in the nation and country. Colleges and universities should give full play to their influence in the society and their ability of cultural transmission in academic groups. They should focus on inheriting and promoting the essence of excellent traditional culture, so as to guide college students to develop in an all-round way and make new youth in the new era.

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The Role of Parental Personality Strength in Children's Education

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Abstract: As the saying goes: parents are children's first teacher, it can be seen that for children's education, the importance of parents is self-evident. Place for children to accept education about family, school and society, the family is a major life place children, parents and children get along with time is the longest and one of the earliest people, parents assume an important role in their children's education, therefore, this article will analyze the parents personality power plays an important part in their children's education, to promote the study of the problem of children education, Promote the healthy growth of children.

Key words: Parents; Character strength; Children; Education; Role

1. INTRODUCTION

Family education is closely related to a person's psychological health and long-term development in the society. Good parents and family education are the wealth of a person's life, which can bring him spiritual strength when he is in trouble. In the process of children's growth, parents play an important role. In their eyes, parents are dignified, amulets of their own, and objects of their own imitation. If parents have good personalities, they can bring good influence to children, and as models for children to imitate, it is conducive to children's education work [1-2].

2. THE IMPORTANCE OF PARENTAL PERSONALITY STRENGTH

Personality includes a person's character, ability, temperament and other characteristics, these characteristics are the external reflection of a person's heart, reflects a person's thoughts, quality, aesthetic and other aspects of the content. Parents' personality is reflected in the way the parents treat people, the attitude to the career of the family, and the choice in the face of difficulties, etc. In daily life, the parents do things in all aspects reflect the parents' personality, children see in the eye, learn in the heart, has a subtle influence on the children, as the saying goes: "Adopted son is like father", which includes not only appearance, but also the similarity of character. To see what kind of person a child can become when he grows up, his parents are an extremely important reference standard, because the influence of personality strength is huge.

3. THE ROLE OF PARENTS' PERSONALITY STRENGTH IN CHILDREN'S EDUCATION

3.1 Love and kindness are the most important educational forces

What is the most successful education? One thousand there are one thousand Hamlet answer, every parent's

education idea is different, but we have to admit that children education into a heart full of love and kindness man, is the most fundamental purpose of our education child, the child only has the compassion, has the good, to be a good man is the beginning of success education. Parents relationship harmony, love each other, will be able to provide children with a growth of fertile soil, children under this fertile soil infiltration for a long time, is advantageous to the formation of kindness, love and people can live in peace good character, the power of the original family is huge, the parents love each other, health there is love in the family atmosphere, is able to nourish children the dew of the mind. Imagine if the child's mother was ill, the children's father is able to keep on my mother's side, dutifully take care, and eyes full of love and cherish, then the child will understand what is called "love and responsibility", and and grow up to be a kind and warm heart, children have grown up in this family atmosphere, the heart will surely is a strength, Because their parents' personality strength can bring them warm memories, so that they are also full of inner strength [3].

3.2 The figure of parents is better than the constant preaching

Psychology emphasizes the importance of the family of origin, which clearly points out that there will be a trace of the family of origin in a person. It can also be concluded that the appearance of the child is the appearance of the parents, the child has the shadow of the parents, which is also the meaning of teaching by example. Parents want to use their own strength of personality to bring good influence to their children, we should pay attention to their own figure and example in daily life, this kind of example is more powerful than empty and big preaching. For example, the educational resources in rural areas are poor, and there is a world of difference between the hard education resources in urban schools. What should a couple of uneducated rural parents do if they want to educate their children? In fact, it is not difficult, as long as the parents do a good job diligently, do their own farm work, and to guide their children to be as diligent as their parents to complete their homework, seriously to learn. Just think, a child who watches his parents work hard and sweat, or a child who watches his parents do nothing and do nothing, which one will strengthen his study more autonomously? "Who lies near the ink black", that is the reason why the figure of parents and precept is any empty and incomparable big lecture language, the power of a role model is the most important personality strength, parents parents diligently work, have their own steady dream, children will surely be affected, to work hard, have their own little dream, And willing to work hard for their own

little dream.

3.3 Parents who have overcome difficulties have children with courage

Life is a practice, and the road of life is not a rough sailing, we often unexpected difficulties appear, some people can calmly face these difficult moments, and summon up the courage to go, while some people are knocked down by difficulties, even unable to get up after a fall, have psychological problems, depression, suicide. Daily life reported depression, suicide news is not rare, modern children's psychology why so fragile? There are so many reasons, but it's worth thinking about what we can do as parents. Just think, if a parent in the face of difficulties, temperament, decadent behavior, not willing to face the difficulties, to solve the problem, but retreat and depressed, even thought negative, then how will the child? In the face of unexpected hardships in life, what kind of attitude parents give will naturally affect children's attitude and practice in the face of difficulties in the future. A story about a woman writer in Guangzhou was reported in the news. The general content of the story was as follows: The writer suffering from chronic diseases, common is ill in bed, and have been to take medicine, an injection to keep sick, but in such circumstances, the writer almost all day without stop, on his deathbed transform various postures insist on writing, produced many excellent motivational essay, by the provincial and national awards. When the writer first went to hospital, her daughter was only two and a half years old. Under such circumstances, she insisted on reading picture books for her daughter to educate her. When she grew up, the daughter, who had seen her mother suffering from illness, wrote in an essay entitled "Mother's Love" : "Mother's left hand was punctured with numerous needles so that her right hand could be left for writing. My mother loves her career, and the spirit of unremitting self-improvement makes me

understand the choices of countless revolutionary martyrs in Mao Zedong's era..." Have such a strong will, dare to overcome the difficulties of the mother, how afraid of training not excellent children? The daughter of this female writer has been an excellent student since childhood and has been awarded the municipal "Merit Student" for three consecutive years. Finally, she was recommended to Nankai University with excellent grades and joined the Communist Party of China with honor during the university period. While actively studying, she also took part-time jobs to earn money and took her mother to the hospital. Such a child in the future on the road of life, no matter what kind of difficulties are sure to be able to brave past.

4. CONCLUSION

Family is the most important place for education, in the life of children, parents play an important role in education, assume an important responsibility for education, as parents should improve their own personality, for the growth of children to create a fertile land, to promote the healthy and happy growth of children, cultivate a healthy personality, to be able to live a happy life of children.

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Common problems in translation practice of English majors and Their Enlightenment to teaching

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Abstract: With the rapid development of China's economy, the demand for applied talents is increasing rapidly. English translation is the basis of communication with foreign enterprises and essential talents for the development of enterprises. However, there are still some problems in the practical translation of English Majors in Colleges and universities in China. Therefore, this paper discusses the common problems of English and Chinese language differences, lack of necessary translation skills and too much emphasis on translation standards, and puts forward teaching strategies to strengthen national cultural learning, strengthen translation skills teaching, clarify teaching objectives, improve teaching content and enrich teaching evaluation.

Key words: English major; Translation of students; Practical problems

1. INTRODUCTION

At present, translation teaching for English Majors in China has achieved certain results, but there are still some problems. The most important one is how to combine theory with practice so that students can improve their translation skills. English translation is a necessary talent for the development of enterprises. Therefore, how to effectively cultivate students' translation quality and improve their translation skills has become the focus of attention at this stage.

2. COMMON PROBLEMS OF ENGLISH MAJORS IN PRACTICAL TRANSLATION

2.1 Do not understand the differences between English and Chinese

Translation is a way of cross language and cross-cultural communication. In the process of practice, students will inevitably make the final translation result different from the actual situation for various reasons. In translation, because students do not understand the cultural differences between English and Chinese, for example, they do not have a deep understanding of the common sense of life, social customs and historical allusions in Britain, and the speaking habits of the British are different from those of China, all these problems will lead to problems in actual translation. At present, in China's English teaching, teachers often impart the knowledge in textbooks in isolation, rather than explaining the national culture systematically. Therefore, students often make jokes because of the lack of understanding of culture. Learning language is for the convenience of communication. The lack of learning cultural knowledge will certainly have an impact on the actual communication.

2.2 Students lack necessary translation skills

Translation skills can improve the accuracy of translation, and mastering the skills plays a significant role in promoting students' translation ability. Therefore, when teaching translation, teachers should pay attention to explaining the skills, and some practical skills, such as the transformation of specific structures and attributive clauses, should not be ignored. However, in the actual teaching process at this stage, there are some problems in Teachers' teaching methods. They often use theoretical teaching to explain translation skills, which is not conducive to students' mastery of skills. Therefore, teachers should reasonably choose teaching methods according to students' actual situation in the teaching process, so as to improve students' translation ability.

2.3 Pay too much attention to the standardization of translation

Qualified translators need to have certain professional knowledge and literacy, and they must have the ability to control both languages at the same time. At present, some beginners often say: I can read the article, but I can't translate it. This is the typical language ability is not enough; In the process of translation, some people often translate one-to-one according to the text order. They think that translation is simply carried out according to the text, because they do not know enough about the national culture or lack translation skills. However, this kind of literal translation often leads to the translation not conforming to people's reading habits, and even misinterpreting the true meaning of the article [1].

3. TEACHING STRATEGIES FOR TEACHING ENGLISH MAJORS TRANSLATION

3.1 Pay attention to language training and strengthen cultural learning

Any translation is closely related to culture, and language is the carrier of culture. Due to different cultural backgrounds, Chinese and English are different in both writing and dialogue. For example, in writing, Chinese stresses "horizontal and vertical", while English needs "aesthetic feeling". Therefore, in the actual teaching process, teachers need to let students know more about English culture knowledge in extra-curricular time, only in this way can we deeply understand the differences between the two. In understanding, teachers should first help students to read more English newspapers, which helps students accumulate relevant knowledge; Secondly, teachers should encourage students to watch some American dramas to cultivate their sense of language; Finally, teachers should encourage students to

communicate more, so as to improve their own cultural literacy. For example, when learning "British food", teachers can guide students to have a deep understanding of their relevant knowledge, so as to improve the accumulation of students. Chinese culture is extensive and profound. In the process of "C-E translation", students are often unable to translate due to their cultural characteristics. For example, when translating the ancient poem "meditation on a quiet night", ordinary language cannot be translated. Therefore, it is necessary to translate it according to its meaning:

Thoughts in the Still of the Night
A pool of moonlight before the bed,
Took it to be frost on the ground.
Raised my head to gaze at the moon,
And lowered it to think of home.

3.2 Perfect translation theory and strengthen skills teaching

In the present stage of translation teaching, teachers need to pay attention to the cultivation of students' discourse awareness, that is to say, teachers should start from many aspects to cultivate students' translation awareness. Teachers should educate students to analyze the genre of the article, and adopt different translation methods for different genres. Generally speaking, the article can be divided into narrative, expository, practical and so on. When translating the narrative, attention should be paid to ensure its beautiful language and full of emotion; When translating expository texts, attention should be paid to ensure the accuracy of their explanation methods; When translating practical articles, we should ensure the accuracy of the language. For translators, the style of the translated text should be consistent with the original text, and there should be no problem of changing the style. Teachers should cultivate students to form good study habits and avoid translation errors. Translation errors will lead to communication barriers and change the psychological concepts of both sides, which should not be underestimated. Therefore, in daily translation teaching, teachers should focus on cultivating students' habit of rigorous translation, think calmly when they encounter translation problems, and carefully check the translation results, so that students can actively avoid translation errors or other details in the process of daily learning and practice, and lay a solid foundation for students' better development in the future. Teachers should strengthen skills teaching, teach common translation skills to students, and carry out a variety of translation activities to strengthen students' mastery of translation skills, so that students can constantly consolidate translation skills and strengthen English translation ability in activities, so as to lay a solid foundation for students to quickly solve translation problems.

3.3 Clear teaching objectives and strengthen teaching research

English translation is actually training talents suitable for the development of today's society. Therefore, it must adapt to the development of society, which is its teaching goal. In order to meet the requirements of the society, teachers should change the training methods of talents and

strengthen teaching research according to the social changes. In the process of English translation teaching, because the future development direction of students is different, their knowledge needs to be mastered is different. Therefore, teachers should pay attention to the development direction of students and study the teaching process deeply when setting teaching objectives. Translation needs to master a lot of translation skills, and it also needs to master professional academic terms and spoken English. Therefore, teachers should pay attention to strengthen the cultivation of oral English translation. In addition, teachers should set corresponding teaching objectives according to the students' learning situation, ensure that all levels of learning can learn more professional translation knowledge in the classroom, avoid students' learning ability or teachers teaching speed too fast, reduce the learning effect of English translation knowledge, so as to lay a solid foundation for students to better engage in translation work in the future. Teachers should strengthen the research of translation teaching, not only to study the teaching process, but also to study teaching mode, to combine teaching objectives and teaching models organically, to build a good learning environment and atmosphere for students, so that students can quickly master translation knowledge and translation skills in a good learning atmosphere and learning environment, so as to improve the translation teaching effect.

3.4 Improve the teaching content and teaching methods

Because the traditional teaching contents and methods of translation are not scientific enough, the students can not adapt to the social development. Therefore, the teaching reform should be carried out. Because the teaching content of translation will change with the changes of society, especially when it comes to subject knowledge, students will have to face the practical operation directly after receiving translation teaching. At this time, only students who know new knowledge and master new methods can face the reality directly. Therefore, teachers can not only teach the traditional content of English translation when teaching students translation knowledge, We also need to improve the teaching content according to the actual situation at this stage. For example, electric vehicles were not popular in the past few years, but they have become a necessity of people's life. Therefore, when teachers teach students this part of knowledge, they need to add new teaching content and improve teaching methods, so that students can understand the new development of society. Teachers should change translation teaching methods according to students' learning ability, so that all students can accept the new teaching methods, combine the key points of translation theory knowledge with students' learning level, build a good translation learning class for students, promote students to grasp the key and difficult points of this class in the translation class, and strengthen the learning effect. Teachers should enrich the teaching content of translation, integrate other translation knowledge into the classroom, so as to stimulate students' enthusiasm in learning translation theory knowledge, change students' passive learning into active learning,

make up for the lack of traditional teaching mode, and strengthen students' efficiency in learning translation knowledge. In addition, teachers should use multimedia and other advanced information technology to carry out translation teaching according to the changes of the times, so that students can better master translation knowledge and improve translation level with the help of multimedia [2].

3.5 Enrich teaching evaluation and integrate teaching effect

In the process of teaching, there is nothing wrong with evaluation, but the traditional way of taking teachers as the main body of evaluation will cause adverse consequences. Therefore, at this stage of teaching evaluation, we should take a variety of ways, such as: mutual evaluation between the same table, or mutual evaluation between groups. In addition, teachers can lead students to practice teaching, and translation needs to be close to the society. By communicating with others, students' practical ability will be improved and their learning effect will be improved. Teachers should evaluate students from multiple perspectives, and give comprehensive evaluation according to the students' learning situation in class and the effect of completing tasks after class, so as to ensure that students can make up for the deficiencies by using correct learning methods according to the evaluation given by teachers. To avoid the lack of comprehensiveness in teacher evaluation and to evaluate only from a single perspective is not conducive to the overall development of students.

3.6 Change the teaching mode and strengthen the teaching effect

In the process of English teaching, the teaching of cultural knowledge is essential. Language education is cultural education. As the carrier and symbol of culture, language can reflect the cultural content and present the cultural content in various forms. Translation, on the other hand, refers to the process of transferring culture from one language to another. Its purpose is to enable the original author and the target readers to communicate with each other and convey their wishes or ideas with the help and guidance of translation. Teachers should follow the principle of practicality, properly impart the cultural knowledge of other nationalities, and make essential cultural comparison with the comparison of English and Chinese, so as to improve the teaching effect of translation, stimulate students' interest in learning translation knowledge, and strengthen students' learning effect. The unique cultural knowledge usually represents the characteristics of a nation and belongs to the carrier of the national language. It shows that translation is not only the transformation of the surface referential meaning of language symbols, but also the collision and transplantation of the two cultures. Ethnic differences can not be ignored. When people from different cultural backgrounds communicate with each other, they will inevitably have psychological discomfort due to cultural collision and cultural differences, which will bring obstacles and difficulties for translators to carry out translation work. Therefore, in order to avoid and reduce

cultural differences, teachers should take effective measures to strengthen students' interest in English translation knowledge, change the traditional translation teaching mode, and infiltrate the knowledge of Chinese and Western thinking mode, national history and psychological culture into the daily translation teaching classroom, so that students can master more English translation knowledge, and make students have a better understanding of English translation in the English translation teaching classroom. Through the comparison of languages, we can learn more professional oral English and translation knowledge, enhance the efficiency and quality of translation teaching, and enrich students' translation knowledge. In order to avoid boring and rigid teaching content, we should innovate teaching mode and infiltrate professional translation knowledge, so as to strengthen students' translation ability.

3.7 Introducing translation theory and strengthening correct guidance

The importance of translation theory is mainly reflected in its strong guiding role in translation practice. The improvement of translation level needs a lot of practice as support, but it can not rely on simple translation labor. It needs correct guidance to enhance the effect and quality of translation teaching. The teacher should introduce the translation theory to the students in detail, enrich the students' translation knowledge reserve, and let the students master the methods of addition translation, substitution translation, part of speech conversion and so on. When translating English into Chinese, we should pay attention to the special translation methods such as passive voice and attributive clause, so that students can have a deeper understanding of the basic translation theory and ensure that the effect of translation practice can be significantly improved. Translation teaching should pay attention to the importance of Chinese and foreign translation theories. After students master the concepts of literal translation and free translation, they can quickly master translation principles and skills, and enhance their translation level and ability. By teaching translation theories, teachers can help students think about various problems from a new perspective and strengthen their ability to think about translation problems. Teachers should pay attention to the organic combination of practice and theory when teaching translation knowledge. Translation theory knowledge is not only derived from historical and cultural knowledge, but also from translation practice. Through practice, translation conclusions can be drawn. At the same time, translation practice can ensure its scientificity under the guidance of translation theory knowledge, so as to ensure that translation practice can be based on evidence. So that students can practice in the future according to the theoretical knowledge. When teaching, teachers can help students master the professional knowledge of translation by analyzing examples, so that students can deepen the memory of translation knowledge, so that they can answer English translation problems accurately and quickly in the future, and apply English translation knowledge effectively. For example, the teacher should make the

students understand the knowledge of translation by analyzing the examples. Teachers should first impart theoretical knowledge, then ask students questions about translation knowledge, help students consolidate translation knowledge, strengthen translation knowledge practice in class, and then assign translation practice tasks after class. At the beginning of the next translation class, the teacher should first evaluate the translation homework, so that the students can transform the theoretical knowledge of translation into their own skills, so that the students can consciously use the theoretical knowledge of translation in translation practice, fundamentally strengthen the students' translation level and ability, and effectively improve the effect of classroom translation teaching.

3.8 Correct teaching attitude and strengthen translation teaching

Teachers should correct their teaching attitude, adhere to the concept of "student-centered", and carry out translation teaching with the rational psychology of serving students. Teachers should instill the cultural concept of translation into students, guide students to form positive and rational learning motivation, avoid students' negative emotions as far as possible, make students think that translation should be a pleasant thing, and reduce students' resistance to learning translation knowledge and mastering translation skills. The teacher should return the translation class to the students, let the students become

the main body of the translation class, and the teacher become the guide of translation knowledge, so that the students can better grasp the theoretical knowledge of translation. Teachers can guide students to learn English translation knowledge by themselves, and master the key points of translation knowledge through learning skills. When students find mistakes or problems, teachers should solve them in time, guide students to master correct translation knowledge, and strengthen students' translation ability and level.

4. CONCLUSION

English translation has been paid more and more attention in the global economic development, which is closely related to social development. Therefore, in the teaching process, we should pay attention to make it correspond with social development, and correct the existing problems, and improve the students' translation ability.

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Research on the Business Environment of Ice Sports Tourism Industry in Heilongjiang Province Under the Background of Normal Epidemic

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Abstract: Because the business environment is the productive force, only by continuously optimizing the business environment and releasing the endogenous driving power of regional development, we effectively promote the development of enterprises. Therefore, the high-quality development of the ice and snow sports tourism industry cannot be separated from the high-quality business environment. Based on the basis of the existing literature, this paper takes eight dimensions, including policy, rule of law, investment, talent, integrity, cognition, ecology and infrastructure, as to optimize the business environment path of ski sports tourism market in Heilongjiang Province, and thus puts forward constructive suggestions on the high-quality development of business environment of ski sports tourism industry.

Keywords: Ski Tourism Industry; Business Environment; Optimization Path

1. OVERVIEW OF SNOW AND ICE SPORTS TOURISM INDUSTRY AND BUSINESS ENVIRONMENT IN HEILONGJIANG PROVINCE

Heilongjiang Province has a lot of ethnic minorities in Heilongjiang Province with various ethnic customs and cultures, forming a unique culture of snow and ice sports tourism culture, attracting tourists from all over the country to experience the culture of all ethnic groups in ice and snow sports. If the lack of professional management, most ski resorts in Heilongjiang are retired engaged in sports or administrative personnel, and some are skilled in other fields; ski equipment manufacturing is backward, snow resort, ice resort ski equipment mainly by foreign brands, especially high-grade products, especially after the occurrence of "snow complaints" and "snow hometown", damaged the brand image of snow resort. The existence of these problems restricts the high-quality development of the ski tourism industry in Heilongjiang Province.

Especially under the destruction of the COVID-19 epidemic once-in-a-century, for two consecutive snow seasons, the COVID-19 epidemic has had a huge impact on the snow and ice sports tourism industry in Heilongjiang Province, but Chinese people's growing

enthusiasm for ice, ice and snow sports tourism is difficult to stop. As one of the most popular ski destinations in China, Heilongjiang Province has deeply felt the consumption capacity of the ice and snow sports industry, which is sometimes suppressed by the epidemic but waiting at any time. Therefore, it is urgent to optimize the business environment and promote the high quality development of snow sports tourism industry in Heilongjiang Province[1-7].

2. CONCEPT INTERPRETATION AND OPTIMIZATION INDEX OF BUSINESS ENVIRONMENT IN ICE AND SNOW SPORTS TOURISM MARKET

2.1 Interpretation of the Business Environment Concept of Ice and Snow Sports Tourism Market

Based on the above concept of business environment and the characteristics of the snow sports tourism industry, this paper believes that the snow sports tourism market can be understood as the high quality development of snow sports tourism industry and created by the government departments of the elements of snow sports tourism industry, which is conducive to build the collection of external environmental factors and conditions for the competitiveness of ski sports tourism market.

2.2 Determination of the business environment optimization index of the ice and snow sports tourism market

The optimization system of the ski sports tourism market is based on the concept of the business environment of the ski sports tourism market, and the standard for optimizing the business environment of the ski sports tourism market from eight dimensions: policy, rule of law, investment, talents, talent, integrity, cognition, ecology and infrastructure.

2.2.1 Policy Dimension

Policies involve the laws and regulations formulated by the government to promote the social development, and play a normative and guiding macro-management role in the development of a certain region or industry. Although the government is not directly involved in the operation and management of market entities, the government policy will affect the development process of an industry.

For example, after the 2022 Beijing Winter Olympics bid, the state released on the 2022 Beijing Winter Olympics as an opportunity to develop ice and snow sports implementation opinions ", " drive 300 million people to participate in ice and snow sports implementation outline (2018-2022) " and other policy documents, local governments have also issued suitable for local ice and snow sports planning documents, ice and snow heat all over the country, promote the development of ice and snow sports and ice and snow industry.

2.2.2 Rule of Law Dimension

Premier Li stressed at a teleconference on deepening the reform of delegating, delegating power, delegating power, and improving the business environment, Premier Li stressed that the principle of the rule of law should be adhered to in optimizing the business environment, which fully demonstrates the importance of the rule of law to the business environment. The legal system can objectively ensure the fair and orderly competition between all subjects in the ski sports tourism market, reduce the market transaction costs, and promote the smooth economy.

2.2.3 Investment Dimension

Investment can reflect whether a region or industry business environment is friendly. Because capital is profit-seeking, it often tends to gather in areas with a good market environment. Investors will also consider local government policies, local human resources, culture and other factors that will affect whether the investment will ultimately be successful. There has always been a "no investment in Shanhaiguan", which is a challenge to the ski sports tourism market in the three eastern provinces.

2.2.4 Talent Dimension

Talent is a key factor in the operation process of enterprises, which affects the profit and future development of the enterprise, and we should attract talents as one of the guidance of the business environment. The high-quality sustainable development of the ski sports tourism industry cannot be separated from the support of professionals and high-end composite talents, especially the talents in the fields of management, technology and marketing.

2.2.5 Integrity Dimension

Without trust, so are enterprises and the government. Honesty is one of the external "image" of enterprises. Good enterprise integrity is the precious intangible asset of enterprises. Good reputation is the guarantee of the long-term survival and development of enterprises. Therefore, the integrity dimension should be included into the business environment of the skiing sports tourism market in Heilongjiang Province to consider the integrity status of the skiing sports tourism industry.

2.2.6 Cognitive Dimension

Cognition indicates the level of knowledge, acceptance, and recognition of something. Nowadays, most industries evaluate the business environment with system and tax as the evaluation indicators, and few industries take cognition as the evaluation standard. In many places in China, there is a situation of sports "say important, do secondary, do not get busy", which shows that people's

cognition of sports deviates, and such an atmosphere will undoubtedly affect the development of skiing sports tourism industry. Consumers' awareness of ski sports tourism will affect the development potential of the industry.

2.2.7 Ecological Dimension

General Secretary Xi Jinping's important conclusion that "ice and snow are also gold and silver mountains" has pointed out the direction for strengthening the construction of ecological civilization and developing a green economy. It emphasizes the development of economy and paying attention to the protection of natural ecological environment. In the process of development and construction, the ski sports tourism industry is bound to have varying influence on the original vegetation, soil and animals inhabit here.

2.2.8 Infrastructure

Whether there is a complete infrastructure construction is an important indicator affecting whether an industry is suitable for local operation and its long-term operation. Infrastructure construction includes local transportation, water, electricity, commercial services and environmental protection facilities. The complete infrastructure can attract investors to invest, promote the development of the ski sports tourism industry, and then drive the economic recovery of Heilongjiang Province.

3. OPTIMIZATION ROUTE OF BUSINESS ENVIRONMENT IN HEILONGJIANG ICE AND SNOW SPORTS TOURISM MARKET

3.1 Policy Dimensions

Firstly, the policy should be practical. In order to promote the development of ski sports tourism industry in Heilongjiang Province, Heilongjiang Province issued the Heilongjiang Ice and Snow Tourism Industry Development Plan (2020-2030), but the document is more inclined to guide and manage from the macro level, compared with the targeted and specific policies, too superficial and lack of practical operational content. Therefore, the relevant government departments can formulate feasible and feasible ski tourism policies that meet the market demand through market research, so as to form a feasible policy and system support. Secondly, policies should pay attention to fairness. In formulating policies, the government should take into account all enterprises and treat market entities fairly.

3.2 Rule of Law Dimension

It is to promote local legislation and provide a solid legal guarantee for the business environment of the ski tourism market from the root cause. Together with sports, tourism and other relevant departments, it has issued a series of policies and regulations with operational and practical significance to establish and improve the legal guarantee system for the ice and snow sports tourism industry in Heilongjiang Province. Secondly, we will strengthen the punishment of violations of market entities, improve the cost of illegal activities, reduce compliance operation costs, and promote the benign development of market operation and competitive environment. Third, we will restrain government supervision power and promote the construction of a law-based government.

3.3 Investment Dimension

The government needs to streamline administration and delegate power. The government should delegate as far as possible, especially the state-run ski resort to divide the power of the government and market rights, clear the responsibility of the government and the market, under the premise of a clear boundaries, reduce the government direct intervention in the market, in order to attract more enterprises and capital into, in order to enhance the comprehensive competitiveness of heilongjiang province. Use government and social capital cooperation and other models to attract social capital to participate in the construction and operation of skiing facilities. Support qualified ski supplies and venue operators to enter the capital market or issue bonds.

3.4 Talent Dimension

Firstly, fully benefit Heilongjiang universities, especially sports colleges, to cultivate excellent skiing industry talents. Secondly, the talent training base of ski tourism industry should be established, explore the talent training mode integrating industry, education and research, cultivate applied and technology-oriented professional talents suitable for industrial development, and promote the connection between the talents of ice and snow sports tourism industry in colleges and universities with the actual needs of enterprises. Thirdly, we will strengthen the retraining of relevant ice and snow sports tourism industry practitioners, improve the service level and personnel quality, and create a number of high-quality practitioners and service personnel of the snow sports tourism industry and ice.

3.5 Integrity Dimension

Speed up the construction of a social credit system. The "Snow Township ripping off customers" incident at the end of 2017 reflects the dishonesty of the businesses involved in the snow and ice sports tourism market in Heilongjiang Province, which seriously damages the brand image of the ski resort and leads to a decline in the number of tourists. Therefore, Heilongjiang Province should strengthen the construction of the credit system of the ice and snow sports tourism market, build the corresponding integrity index evaluation system, and strengthen the punishment of the lack of integrity merchants and relevant staff. Secondly, through the Tourism Law, standardize the professional behavior of tour guides and other practitioners, and avoid the occurrence of bad behaviors such as forced consumption and tour guides, so as to promote the sustainable, healthy and stable development of the ski tourism market.

3.6 Cognitive Dimension

Strengthen brand awareness, establish brand image, and implement brand marketing strategy. The occurrence of the "Snow Township ripping off customers" incident has reduced tourists to snow and snow sports tourism, and the brand of snow and snow sports tourism has been less recognized by consumers, which has sounded the alarm for other ice and snow sports tourism areas in Heilongjiang Province. To this end, the ice and snow sports tourism market entities should operate in good faith, abide by the market laws and regulations, realize

differentiated operation, shape their own unique brand image, and obtain the recognition of consumers. Through the joint operation of ski resorts in the region, avoid homogenization operation, give full play to the advantages of snow resorts in the region, conducive to stand out in the market competition and enhance brand attention. With the help of the network, increase publicity efforts to achieve the purpose of repeated stimulation and repeated promotion, increase tourists' understanding of the snow and ice sports tourism market in Heilongjiang Province, and change the phenomenon of chatting about snow but not skiing.

3.7 The Ecological Dimensions

We will focus on ecological and environmental protection. The development of ice and snow sports tourism industry is bound to cut down trees and cause certain damage to the surface vegetation and ecological environment. Therefore, in the process of development, we should fulfill the approval procedures of land, grassland and woodland in accordance with the law and regulations, and strictly implement the requirements of land space planning and other relevant planning. In the construction of ski resort, vegetation and wildlife should be taken into account; environmental protection is actively publicized to enable local residents and ski tourists to protect the ecological environment, increase the treatment of solid waste, and promote the ecological protection and construction of ski tourism resort in all directions.

3.8 Infrastructure Dimensions

Optimize the traffic network. Most ski resorts in Heilongjiang Province are far away from the urban area, and the inconvenient transportation has become one of the prominent problems. Many of the ski resorts are from the south or abroad, and many ski areas do not have public transportation from the station or airport to the ski resort, which partly increases the cost of the tourists and affects their enthusiasm. Therefore, sports and tourism should cooperate with the transportation department to plan tourism transportation routes, improve the transportation convenience in the region, and connect various ski resorts, station airports, hotels and tourist attractions. Secondly, strengthen the financial investment and research and production of snowmakers, snowmobile and other equipment to meet the needs of ski resorts. Increase the number of ski resort ropeway, strengthen the carrying capacity; again, regularly maintain the ski facilities and equipment, check the fire facilities, minimize the risk factor, give tourists a perfect experience.

4. CONCLUSION

Under the background of the successful bid for the 2022 Beijing Winter Olympics and the "300 million participation in ice and snow sports", the ice and snow sports tourism market has developed rapidly. As one of the earliest regions with the development of China's skiing industry, under the background of normal COVID-19, Heilongjiang Province should fully seize this opportunity to promote the development of the ice and snow sports tourism market, and make the "cold resources" of ice and snow in Heilongjiang Province a "hot economy".

To sum up, Heilongjiang ice and snow sports tourism

market needs to streamline administration and decentralization, stimulate private capital to play the leading role in the market of resources allocation, strengthen government guidance, develop practical support policies, strengthen legal guarantee and regulations, strengthen the training of professional personnel and related professional service personnel, reshape the brand image of Heilongjiang ice and snow sports tourism market, enhance the attraction and appeal of ice and snow sports tourism market, and optimize infrastructure equipment and meet the people's demand for skiing services. Thus to promote the stable, sustainable and healthy development of the ice and snow sports tourism market in Heilongjiang Province.

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Anti-epidemic Spirit and Its Inspiration to The Construction of Academic Atmosphere in Colleges and Universities

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Abstract: In the arduous struggle against the epidemic, the Chinese people forged the great anti-epidemic spirit of putting life first, the whole country together, risking one's own life, respecting science and sharing a common destiny. The anti-epidemic spirit contains huge ideological resources and practical motivation, which provides vivid materials and profound logic for the construction of academic atmosphere in colleges and universities. The spirit of responsibility, struggle, unity and science embodied in the spirit of fighting the epidemic should be learned and passed on in order to guide the continuous progress and development of the spirit of study and cultivate young people of the new era with ideals, ability and responsibility.

Key Words: Anti-Epidemic Spirit; Construction Of Academic Atmosphere; Revelation

1. INTRODUCTION

As a public health crisis rarely seen in history, the outbreak of COVID-19 poses a severe challenge to global order and human health. Under the strong leadership of the Communist Party of China, the Chinese people have worked hard as one, made great efforts, and achieved major strategic achievements in the fight against COVID-19. On September 8, 2020, the national leader in the fight against COVID - 19 outbreak on the commendation congress pointed out: "in this bloody with serious outbreak, the Chinese people and the Chinese nation with dauntless spirit, dare to struggle, dare to victory made life first, national concentric, risk one's life, respect for science, great spirit of resistance to disease of common fate." [1] The young people of today have experienced this crisis, and the inheritance and promotion of the "anti-epidemic spirit" should become a vivid teaching material for students. Colleges and universities are the frontline of youth education. How to integrate "anti-epidemic spirit" into the construction of academic style in colleges and universities, in order to help young students grow up better, is of great strategic significance for the implementation of the fundamental task of cultivating people by virtue.

2. CONNOTATION OF ANTI-EPIDEMIC SPIRIT

2.1 The spirit of responsibility that life comes first and destiny is shared

In the fight against COVID-19, the CPC Central Committee has always given top priority to the concept of putting life and people first, and spared no effort to cure and cure the disease. "We will not lose a single infected person or give up every patient, and we will adhere to the integration of traditional Chinese and western medicine.

All the expenses will be borne by the state, which has greatly improved the cure rate and reduced the death rate" [2]. It is in this spirit of responsibility that China has achieved the lowest death rate in the world in its fight against the epidemic, and has done its utmost to protect the lives of the Chinese people. China has also actively exercised its responsibility as a major country and contributed its wisdom and strength to the global fight against the epidemic. In line with the concept of building a global community with a shared future for mankind, the Chinese government has actively promoted the development of COVID-19 vaccine as a global public good and achieved equitable distribution of vaccines around the world.

2.2 The fighting spirit of selflessness and fearlessness

In the face of the sudden and severe epidemic, the vast number of medical workers faced up to the difficulties and went to war in reverse, and built a steel Great Wall to protect life and health in Wuhan with their flesh and blood. Each Party member carries one flag, and Party members and government officials throughout the country devote themselves to the frontline of fighting and preventing the epidemic, practice the concept of "putting the people first", and give full play to the role of Party members as vanguard and role model and fighting fortress. Community workers, researchers, food delivery men, delivery workers, volunteers and other ordinary people, regardless of their personal gains and losses, have worked hard and made sacrifices in the fight against COVID-19. It is with the joint efforts of the people of the whole country that the strategic initiative in fighting the epidemic has been won, and life has been saved, laying a solid foundation for the resumption of work and production.

2.3 The spirit of unity of the whole country

It is under the guidance of the "Astrolabe" of the CPC Central Committee and the State Council that all fronts of the country are working together in an orderly manner, demonstrating China's strong institutional advantages and governance effectiveness. "The Chinese people have shown a strong sense of unity and dedication, and the noble spirit of collectivism of the Chinese people has been vividly illustrated in the fight against the epidemic. The Chinese people follow the command of the Party, strictly observe discipline and follow the overall situation. No matter where they are, they are working together towards the same goal and taking up the responsibility of fighting the epidemic." [3]

2.4 The scientific spirit of seeking truth, being pragmatic, pioneering and innovative

Early outbreak, the Chinese government firmly press the "pause" economy, put prevention treatment and drug research and development focus, through exerting advantages do great things "focus" system in China, are rushing to build fire mountain, thor hill hospital, big data rumours that a stable heart, healthy movement virus source, beat developed new crown... Countless concrete efforts have effectively ensured the fight against the epidemic. In the stage of normal epidemic prevention and control, it can also make overall plans and coordinated progress, and take the lead in resuming work and production, becoming "the first major economy to recover growth since the outbreak of the epidemic, and leading the world in epidemic prevention and control and economic recovery" [4]. All these examples embody the scientific spirit of being pragmatic, pioneering and innovative.

3. PROBLEMS EXISTING IN THE CONSTRUCTION OF ACADEMIC ATMOSPHERE IN UNIVERSITIES

Academic discipline is a university for a long time to form the style of study of style, "is to achieve certain learning objective, in the long-term practice gradually, by college students in the process of mutual recognition and relatively stable values and code of conduct, its external form of a certain spirit of scholarship, research principles and research attitude, An atmosphere that has an effect on the individual in the environment" [5]. Among them, there are broad sense and narrow sense, the broad sense of style of study includes teachers and students and management personnel, narrow sense of style of study especially refers to the learning style of students. The study style construction in this paper refers to the narrow sense of students as the main body. At present, the construction of the student-centered style of study in colleges and universities presents the following problems:

3.1 Learning beliefs are relatively vague

The core mission of China's higher education is to train qualified builders and successors for the communist cause, so high standards and strict requirements are put forward for young students' ideas and beliefs. In real life, there is a large gap between some students' learning beliefs and lofty ideals. One is that their ideals and beliefs are fuzzy, and they fail to accurately grasp the real connotation of the socialist builders and successors, so as to not accurately position themselves; Second, learning belief is rigid, fail to grasp the development of The Times and the development trend of the world, lack of career planning to keep pace with The Times, seems short-sighted and limited.

3.2 Deviation in learning atmosphere

Influenced by multiple factors such as family of origin, social trend of thought and Internet virtual space, the academic style of colleges and universities cannot stay out of the "world" and is generally infected with a variety of social ethos, which has caused certain pollution to students' ideological morality and learning ethos. One is the problem of lazy study and even weariness caused by the doting of the original family. Many students leave the "supervision" of their families to let themselves go. They lack initiative and autonomy in learning, combined with the lure of virtual worlds such as mobile phone games,

resulting in a sharp drop in grades. Second, the money worship ideological trend caused by the Joneses and flaunt wealth problem. Many students are affected by "money oriented" and do not value the sense of achievement brought by academic performance, but indulge in consumption and flaunt wealth. The prevalence of hedonism corrodes the quality of students' hard work.

3.3 Learning motivation is more utilitarian

The utilitarianism of college students mainly comes from two aspects. First, the employment pressure caused by the competition mechanism under the market economy. Under the employment orientation, some students' learning motivation completely points to the work itself, and the training of pure "applied" talents leads to the deficiency of humanistic cultivation. The second is the profit-seeking behavior caused by the indexed comprehensive evaluation system of colleges and universities. In order to evaluate students' comprehensive performance in school scientifically, colleges and universities set up comprehensive evaluation programs with complete categories and strict logic. The items listed in these programs become the baton of students' study in school, while the areas not covered by the programs and unable to be quantitatively evaluated become students' learning "blind areas".

3.4 Learning methods need to be improved

On the one hand, due to the learning inertia of compulsory education, many college students' learning thinking is still stuck in high school. They are accustomed to the explicit information in books or the "indoctrination knowledge" related to exams, but ignore the more difficult independent learning links such as classroom discussion and after-class reading. On the other hand, I did not organize and construct the knowledge system based on my own interests. In many cases, knowledge is fragmented and entertaining, without the ability to adapt to practical problems and the ability to make leaps to meet future developments. The existence of these problems indicates that the learning methods of college students need to be improved urgently.

4. THE INSPIRATION OF ANTI-EPIDEMIC SPIRIT ON THE CONSTRUCTION OF ACADEMIC ATMOSPHERE IN UNIVERSITIES

4.1 Carry forward the responsibility spirit of "life first, destiny together", and strengthen the belief in learning

In view of the current problems of vague ideals and rigid learning beliefs among college students, the spirit of "life first, destiny together" displayed in the spirit of fighting against the epidemic is of strong value and significance. The construction of academic atmosphere in colleges and universities should be good at extraction of materials about ideas and beliefs from the fight against the epidemic. First, it is necessary to establish a strong spirit of patriotism, "no country, there is no home". The majority of young students should read their identity as socialist successors from the fight against the epidemic, and re-recognize their learning attitude with the attitude of masters. Second, we need to foster a vision of a community with a shared future for mankind. We need to understand the world situation and the challenges of our

times through the process of fighting the epidemic, and to rectify our moral responsibility and learning faith from the perspective of "profound changes unseen in a century".

4.2 Carry forward the fighting spirit of "sacrifice oneself to death, dare not fear difficulties", and correct the learning atmosphere

Critical times can inspire people's morale, the state leader praised the young people fighting the epidemic. "Youth are the hope of a country and a nation. In this fight against the epidemic, the outstanding performance of the younger generation is gratifying and touching. The young generation is not afraid of hardship, not afraid of difficulties, not afraid of sacrifice, with the arms to shoulder the mountain of responsibility, show the vigor of youth, show the hope of the Chinese nation! Let's thumb up for them!" [1] The construction of academic style in colleges and universities should be good at transforming the struggling spirit of young students in crisis into the diligence spirit in normal study. It should not only strengthen crisis education, but also put students with problems such as "learning difficulties" into the "danger" of academic warning or even expulsion. We should also be good at preparing for a rainy day, strengthen moral education and academic encouragement, and create a healthy and prosperous learning environment.

4.3 Carry forward the unity spirit of "the whole country is of one mind, united as one", and correct learning motivation

In view of the two aspects of students' utilitarianism, the construction of academic style in colleges and universities should be good at drawing strength from the unity and selflessness shown in the great anti-epidemic practice of "the whole country is of one mind and united as one", and resolve the bad learning motivation through system design and organizational restructuring. First, it is necessary to build a learning community, turning utilitarian into selfless, fighting alone into unity, and setting organizational goals and behavioral logic of mutual cooperation and mutual support within the organizational framework of the learning community, so as to correct the one-sided "profit-seeking" behavior and correctly show the personality style. The second is to revise and perfect the comprehensive evaluation system of students, weaken and weaken the proportion of "pragmatism" index, and strengthen the moral traction and cooperative training of students. To be specific, students should be encouraged more from the moral and ideological aspects, and special credits of "social dedication" such as volunteer service and public welfare activities should be set in talent training

programs, and students' good qualities of solidarity, fraternity, self-help and helping others should be cultivated through practical courses.

4.4 Carry forward the scientific spirit of "being realistic, pragmatic, pioneering and innovative", and strengthen learning methods

"In the face of previously unknown new infectious diseases, we uphold the scientific spirit and attitude, and follow the scientific law throughout the whole process of decision-making and command, patient treatment, technological breakthroughs, and social governance." [7] against new crown outbreak, the Chinese people will scientific spirit and innovative quality is developed to get incisively and vividly, from rushing for the construction of the hospital to the more technical route vaccine development, prevention and control measures from large data accurate identification to produce alienation, these shine this practical scientific practice course all radiance, give students presented a vivid practice methodology course. Colleges and universities should guide students to always establish scientific thinking and foster innovative spirit in the learning process. They should help students improve their learning efficiency by means of study style support actions and outstanding students' experience sharing. They should create a learning atmosphere advocating science, pioneering and innovative through innovation and entrepreneurship competitions, science and technology and culture festivals and other ways. Let the majority of young students in the spirit of science under the guidance of the country needs to grow into innovative talents.

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Research On Marketing Strategy Of 5g Smart Home

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Abstracts: As people's demand for mobile data is higher and higher, the previous 4G mobile communication has been unable to meet part of people's needs in mobile data network, applications, services and other aspects to a certain extent, so the arrival of 5g has become the inevitable result of the progress of the times. Smart home is also produced in such a social environment. From the perspective of operation mode, the normal operation of smart home products and systems are inseparable from the mobile communication network, and the faster and more powerful network can greatly improve the service quality and use experience of smart home products. This paper will mainly analyze the marketing promotion strategy of smart home products in 5g mobile communication era.

Key words: Smart Home; 5G; Marketing Strategy

1. OVERVIEW OF SMART HOME INDUSTRY IN CHINA

The technical characteristics and application technology of smart home products are also related to 5g mobile communication. With the fast and super large storage capacity of 5g mobile communication, fast information sharing, product equipment control and management can be realized, and each product is related. The second is to establish a unified platform. Through the integration of various technical means, different products and different product functions are gathered on one platform. Users can control each part through this platform. When data is transferred between home network and external network, this platform can provide high security performance, Prevent criminals from manipulating smart home products through home network. Thirdly, smart home enables users to remotely control. This technology is also the most widely used technology in smart home products, covering a wide range of products. Compared with other functions, it achieves better popularization and is more economical in terms of price, that is, through wireless or wired mode, Users can control the use status of smart home remotely[1-5].

2. 5G SMART HOME MARKETING STATUS AND MARKETING STRATEGY ANALYSIS

2.1 Survey of questionnaire

In order to understand consumers' views on 5g smart home, the author conducted a questionnaire survey on the network platform from June 16, 2020 to June 20, 2020. A total of 103 questionnaires were distributed, and 94 were actually recovered, with an effective recovery rate of 91.62%. Grasp consumers' views on 5g smart home. The

questionnaire design smart home products, prices, after-sales and the development evaluation of 5g smart home.

2.2 5g smart home marketing status

Consumers' recognition of 5g smart home is not enough. In the survey, it is found that more than half of the consumers who buy 5g offline stores have already bought enough 5g intelligent products. Only 9.03% of the users who have already purchased think that the use experience is very good, 21.56% of the consumers think that the use experience is very good, but 21.56% of the consumers think that the use experience is very poor. Through the questionnaire survey of consumers, it is found that consumers have a certain understanding of 5g smart home, but it does not achieve the whole house intelligence as advertised. There are two main reasons: first, 5g smart home products are not really smart; Second, it is not compatible with other products.

Consumers accept the pricing of 5g smart home. In the survey of 5g smart home, it is found that most consumers do not think that the price of 5g smart home products is on the high side. However, in the option of "do you think 5g smart home products match the price", it is found that the comparative evaluation of consumers is not high, and only 31.72% of consumers think that 5g smart home products match very well, But quality is still their top concern. 5g smart home products have reliable quality, reasonable price and more users, so 5g smart home has reliable marketing premise.

Consumers are satisfied with the after-sales service of 5g smart home. From the survey found that most consumers did not encounter product quality problems, for the new development of smart home products, this phenomenon is more optimistic. In the survey of after-sales satisfaction, only 5.74% of the consumers are very dissatisfied with the after-sales service, and 72.35% of the consumers approve the after-sales service of 5g smart home. Consumers have a high after-sales evaluation of 5g home. It can be seen that most consumers have not encountered major quality problems after purchasing 5g smart home products, which is an obvious advantage for the marketing of high-tech products.

2.3 5g smart home marketing strategy analysis

Brand promotion through new media. 5g smart home promoters recognize the importance of new media in the Internet era, and attach great importance to the combination of new media and smart home products in the actual marketing process. However, there is also a drawback found in the survey. Although 5g smart home

adopts the marketing method of keeping up with the trend, it is not careful in selecting promoters. For example, when choosing "big V" on microblog, it only pays attention to the number of fans of the blogger, but does not focus on the domain of the blogger, which leads to a large amount of promotion but a small number of actual buyers; At the same time, when using the app to promote, there is no detailed information about the product. Consumers only evaluate 5g smart home products according to the content proposed by the promoters, which leads to consumers falling into misunderstanding.

Online and offline multi-channel marketing. 5g smart home uses a combination of online and offline channels to promote products, which not only meets the characteristics of young people like online shopping, but also meets the offline shopping needs of middle-aged and elderly people. At the same time, it also allows consumers to experience the performance of 5g smart home products offline. But in the observation found that offline stores pay more attention to product sales, ignoring another advantage of offline stores. Offline stores enable sales personnel to directly contact with consumers. In this process, they can more accurately grasp consumers' consumption preferences and facilitate the collection of information. But at present, 5g smart home offline marketing obviously waste this opportunity, blindly marketing.

Continuous innovation of product performance. Product performance is the primary factor for consumers to choose products, especially for smart home products. Consumers choose products that meet their actual needs according to their own needs. 5g smart home seizes consumers' psychology and continues to launch new products. Performance update can attract consumers, but quality is the key to maintain consumption. In the survey, we found that how many consumers agree with the performance of Ali smart home, but doubt the quality of the product. Part of the reason is that the product update speed is too fast, which makes consumers doubt the reliability of the product.

3. SUGGESTIONS ON IMPROVING 5G SMART HOME MARKETING

3.1 For marketing audience segmentation control, for different consumers

Accurate marketing of group segmentation is an effective way to improve the level of marketing. In view of the rough marketing mode of 5g smart home, the following methods are proposed: First of all, choose reliable carriers, that is, choose technology media related to electronics and technology, and let them let consumers understand the characteristics and advantages of 5g smart home through professional explanation. This kind of media has its own target consumers, which coincides with our product consumer group. Secondly, a detailed description is attached to the marketing page to let consumers fully understand the performance characteristics of 5g smart home products, which is convenient for consumers to purchase. Finally, the paper analyzes the delivery ability

of different delivery channels and carriers, and selects efficient channels to reduce marketing costs.

3.2 In depth investigation of consumer needs through offline channels

In the market economy, consumers take the initiative, so the products catering to the needs of consumers can survive better. 5g smart home aims to create the whole house intelligent, to create a better living environment for users. Therefore, we need to really explore the needs of consumers and create more targeted products. In the process of offline marketing, sales staff can summarize consumers' purchase intention and evaluation of products through conversation, and can also make questionnaires to comprehensively grasp consumers' psychology.

3.3 Enrich product content and increase product function After the launch of the product, we should continue to launch follow-up services on the function of the product, seize the hot spots in the market, enrich the content of the product in hardware and software, such as improving the language logic of artificial intelligence, adding new artificial intelligence networking services. Or the development of new supporting facilities, will help to enhance user stickiness, strengthen product brand and image.

4. CONCLUSION

To sum up, this paper analyzes the existing problems in the marketing of 5g smart home through questionnaire survey, and studies the corresponding coping strategies, aiming to broaden the range of potential consumers, enhance the stickiness of existing consumers, and enhance the social recognition of enterprises while enhancing the brand strength.

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Research On New Media Marketing Strategy of Smart Home in China

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Abstract: China's smart home is still in the initial stage of development, there are many problems. This paper analyzes the development status of smart home, finds out the problems, and puts forward relevant suggestions for the current smart home industry. To meet the different levels of market demand in the context of mobile Internet, in order to solve the main problems of the current development of smart home.

Key Words: Smart Home; Marketing; New Media

1. PEST ANALYSIS OF SMART HOME INDUSTRY

The smart home industry will become a market for policy dividends, and the government report of the State Council points out that the smart home industry will be conducive to improving the quality of people's life in 2020. And the per capita disposable income of residents will be 28228 yuan, a year-on-year increase of 6.5%. The improvement of residents' consumption level will provide an economic basis for the market demand of the smart home industry. The traditional smart home industry has low market threshold, lack of unified industry standards, and no professional supervision in the service process, which affects the development of the industry. The combination of Internet and smart home reduces intermediate links and provides users with cost-effective services. Technology are gradually transiting from Tier 1 and tier 2 cities to Tier 3 and Tier 4 cities, realizing the popularization of technology experience in smart home industry. The smart home industry introduces ERP, OA and other systems, optimizes the information management and construction links, and improves the efficiency of the industry[1-5].

2. ANALYSIS OF THE PROBLEMS IN CHINA'S SMART HOME INDUSTRY

2.1 The level of platform management is backward

It does not solve the natural contradiction between smart home manufacturers and consumers. Some smart home enterprises do not audit the franchisees strictly, resulting in uneven service levels. The profit of smart home industry mainly comes from the compression of raw materials, which seriously affects the quality of products and services.

2.2 Disorder of industry service

The standards of smart home industry are not systematic, the service quality largely depends on design and other factors, and personal ability makes it difficult to plan, manage and copy. The service quality of smart home industry is difficult to control, resulting in frequent quality problems. The lack of supervision seriously affects the

user experience.

2.3 Limitations of the industry itself

In the low frequency, demanding and long service cycle industry, the consumption behavior of smart home can not happen at any time, with high frequency and high demand. The traditional industry of smart home makes money through the information asymmetry in the middle, the price of the model is transparent, and there is no profit point.

3. MARKETING STRATEGY ANALYSIS OF CHINA'S SMART HOME INDUSTRY

Make use of major e-commerce platforms. When choosing an online sales platform, the company should focus on cooperation with tmall, Jingdong Mall and Suning e-commerce, open official flagship stores respectively, mainly play the role of sales, display and promotion, invest appropriate marketing funds, expand product brand effect, and especially earn online reputation through appropriate speculation, Let Turing cat series products form a certain popularity and appeal on the network. □

Use wechat precision marketing to cultivate loyal customers. The main ways to use wechat for marketing are as follows: first, set up special staff to manage and run wechat public accounts, do a good job in account promotion, regularly make wechat release relevant product information, and try to be close to fans' needs, attract consumers' eyes, so as to keep public accounts active and energetic; The second is to use wechat public account to display the company's products, design and make wechat model product manuals, which should have experiential demonstration function, so that the audience can basically grasp and understand the main performance of the product through wechat demonstration, and improve the user's desire to buy;

4.CONCLUSION

To sum up, this paper analyzes the current problems in the marketing of smart home in China through PEST analysis method, and studies the corresponding coping strategies, aiming to solve the main problems encountered in the current development of smart home by using major e-commerce platforms, using wechat precision marketing, selecting key media to promote products, etc.

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Research on the Necessity of Offering IELTS & TOEFL Courses for International Exchange Programs in Universities

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Abstract: It is common knowledge that one of the prerequisites for entering a foreign university is language performance, and IELTS and TOEFL are among the most recognized language standards abroad. Therefore, in such an environment, students naturally have an increasing demand for learning IELTS and TOEFL. As far as students are concerned, there are currently two ways to learn those language courses: one is to study synchronously along with the other international exchange program courses offered by universities and the other is to learn through IELTS and TOEFL training institutions, that is, to study language courses separately in off-campus classes. This paper aims to compare the pros and cons of IELTS&TOEFL training on campus and in institutions, analyze the applicability of the two to students, and explore the necessity of setting up IELTS&TOEFL courses for college international exchange programs.

Keywords: International Exchange Programs in Universities; IELTS&TOEFL Teaching; Intramural IELTS&TOEFL; Institutional IELTS&TOEFL

1. INTRODUCTION

As the number of undergraduate and postgraduate enrollment in domestic colleges and universities increases year by year, the competition in the job market has become increasingly fierce. Therefore, more and more students try to break through the traditional university study mode by experiencing different education and culture in a foreign country, so that they can facilitate their future development through studying abroad. Meanwhile, in order to meet the demand for talents with international vision, cross-cultural communication and bilingual ability in the process of the "Belt and Road" national top-level development strategy to promote international exchanges and regional cooperation, in recent years, more and more universities have set up various types of Sino-foreign cooperative study and exchange programs. However, it is known to all that language performance is a rigid standard when studying abroad is concerned. IELTS&TOEFL, as the most recognized language assessment systems by universities in mainstream countries, are also listed as the language tests that students studying abroad must take in China and should meet certain foreign score requirements. Correspondingly, IELTS training institutions have also sprung up all over the country. The teaching methods of different environments and different places are naturally not the same. For students who need to go abroad or apply for foreign universities, it is very important to choose an appropriate learning environment that suits them. Thus,

this paper sums up the different teaching methods of universities and institutions, and aims to provide a reference for those students to choose the proper channels of learning IELTS and TOEFL.

2.. THE ADVANTAGES AND DISADVANTAGES OF INTRAMURAL IELTS&TOEFL LEARNING

The language courses carried out by the university are generally aimed at students of various study abroad programs such as Sino-foreign cooperative education, "3+1", and "2+2". General courses and professional courses are in parallel. However, the learning of IELTS&TOEFL courses in school has both advantages and disadvantages.

2.1 Advantages:

1.1.1 The establishment of IELTS&TOEFL courses on campus will not retard students' normal schoolwork. While studying IELTS&TOEFL, students are also learning professional courses and general courses, that is, to achieve the "synchronization" of the three types of courses; the English teaching also enables the three to promote each other, the efficiency of learning is improved, and the effect is more significant.

2.1.2 The cost of taking IELTS&TOEFL courses in schools only accounts for one-third of the proportion of tuition. Compared with studying at off-campus IELTS&TOEFL institutions, the financial pressure on student families is greatly reduced.

2.1.3 Students can apply for foreign schools after their GPA and language scores reach corresponding requirements. At the same time, students' learning achievements in domestic schools will be integrated with foreign courses, and domestic course credits can be converted into foreign professional courses. Therefore, students do not need to learn basic courses from scratch after going abroad, which also saves time and cost to a large extent.

2.1.4 The IELTS&TOEFL teachers recruited by universities are highly competent and have a certain amount of teaching experience. In addition, most teachers will have some experience in studying abroad. They can not only teach students knowledge, but also provide students with some experience and help in studying abroad.

2.2 Disadvantages:

2.2.1 Language courses offered by universities are more about cultivating students' overall English language ability rather than cramming for higher scores. Students only need to get the appropriate scores within 2-3 years, so the performance effect in a short period of time may be

improved, but not obvious enough, which is not suitable for students who urgently need to study abroad.

2.2.2 Because college IELTS&TOEFL courses and professional courses are carried out in parallel, it is inevitable that some language courses will have longer intervals. For students who are not strong enough in learning ability, there may be unobvious learning effects, reducing of course learning efficiency, and so on.

3. THE ADVANTAGES AND DISADVANTAGES OF INSTITUTIONAL IELTS&TOEFL LEARNING

The IELTS&TOEFL courses carried out by institutions are generally aimed at students who urgently need language scores to apply for foreign schools, or who wants to achieve high scores in a short time. Like IELTS&TOEFL teaching on campus, institutional language teaching also has its advantages and disadvantages.

3.1 Advantages:

3.1.1 Institutional IELTS&TOEFL pays attention to fast-tracking, and cares more about the use of skills, allowing students to do a large number of questions and memorize a large number of words in a short time, so as to stabilize the students' "hand feeling" in doing the questions. This method is particularly effective for reading and writing sections, and can greatly improve student performance within months or even weeks.

3.1.2 Because the teacher has fewer students, it is basically one-to-one or one-to-two teaching mode. Therefore, there will be a dedicated teacher to analyze the strengths and weaknesses of each student, and there will be a lot of exercises aimed at the weaknesses. This move increases the overall scores of the students effectively.

3.2 Disadvantages:

3.2.1 Institutional IELTS&TOEFL teaching is more inclined to "spoon-feeding" mode, but a large amount of memorization in a short period of time can only achieve short-term effects. Besides, institutional teachers focus on cramming, and it is difficult to remind and supervise students' review after class.

3.2.1 Students' language learning in institutions is generally limited, which means institutions cannot provide them with professional courses. After obtaining the corresponding scores, students need to apply for the school by themselves and restart their studies from the freshman year of a foreign university. This has wasted a certain amount of time and energy of the students, and the quality of the students studying in the major can not be guaranteed.

3.2.3 As institutional IELTS&TOEFL focuses more on the learning of skills, it is impossible to determine whether the true level of students can meet the standards for studying in foreign schools. In addition, because there is no teacher to impart experience, students are likely to be unable to adapt to the foreign environment for a short time after

going abroad.

4. THE NECESSITY OF SETTING UP IELTS&TOEFL COURSES IN UNIVERSITIES

From the above comparison of IELTS&TOEFL learning in schools and in institutions, it is clear to tell that it is of great necessity for universities to offer IELTS&TOEFL courses for students of international exchange programs.

4.1 College teachers are more authoritative than institutional teachers. The experience and knowledge they impart is far higher than the skills taught by institutional teachers, especially when students encounter difficulties in studying abroad.

4.2 The school curriculum gives students plenty of time to prepare for the language exam. Long-term uninterrupted practice can not only improve students' language performance, but also improve their cultural literacy. This is the cultivation of students' true ability, which is often overlooked by the majority of language teaching institutions.

4.3 IELTS&TOEFL courses offered by universities also save students' time. College professional courses and IELTS courses are conducted simultaneously, maximizing the time utilization.

4.4 In terms of finance, the opening of IELTS&TOEFL courses in universities can also be money-saving. Learning language in institutions generally costs more and has fewer courses. The high fees will be charged and the courses will be hurriedly completed in just a few weeks or a month. In comparison, the cost of studying language on campus is lower, and the study time is as long as two to three years.

5. CONCLUSION

To sum up, both the intramural and institutional IELTS&TOEFL teaching and learning have their pros and cons. We cannot deny the necessity of its establishment, nor can we completely curb any of these forms. However, students are advised to make their choices of ways of learning language according to their own needs and preferences, whether on campus or in institutions off-campus. Only by taking the best of the two, combining the useful methods in both ways properly and cooperating with the students' own efforts, can the better results be achieved.

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College Dance Teaching Mode Reform and Thinking from The Perspective of Micro Class

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Abstract: In the information age background, information technology by virtue of its own technical superiority, has been the key project of education reform. Among them, the "micro course" with information technology as the core has set off a huge wave, which has a strong impact on the traditional teaching model. In this article, will dance teaching as the core, in full consideration under the premise of teaching practice and the era background, systematically expounded the weaknesses and shortcomings of traditional dance teaching mode, and on this basis on micro class as the core put forward the feasible scheme optimization, hope to be able to in order to further improve the teaching quality of institutions of higher learning dance, For students to bring more quality teaching services.

Key Words: Micro-Class; Institutions Of Higher Learning; Dance Teaching

1.INTRODUCTION

Different from other teaching subjects, dance teaching not only requires students to firmly memorize knowledge points in their minds, but also requires students to develop a solid foundation of dance skills. In this case, the disadvantages of the traditional teaching mode are more prominent. Faced with a large number of students, teachers are unable to give comprehensive guidance one by one, which will not only lead to defects in the knowledge system constructed by students, but also damage the health of students to a certain extent. Plus teaching content lag, teaching method is single, will further weaken the teaching effect. Only based on the perspective of micro-course can we achieve all-round improvement of teaching quality and three-dimensional improvement of teaching results.

2. DISADVANTAGES OF TRADITIONAL DANCE TEACHING MODE IN COLLEGES AND UNIVERSITIES

2.1 Unified teaching fails to match the learning needs of all students

Under the traditional teaching mode, due to the limitations of educational resources and teaching conditions, a teacher often has to face a large number of students in a class. It is unrealistic to tailor a teaching plan for each student, whether in terms of time or energy. Therefore, teachers can only adopt a "one-size-fits-all" unified teaching mode and make teaching plans according to the common learning needs of most students. But also derived from this a series of teaching malpractice. First of all, some students' learning puzzles cannot be solved, and are concentrated in the wrong dance practice, which not only leads to the wrong way of learning, but also causes harm

to the body. Secondly, it hinders the teaching progress. The dancing skills of students are mixed, and the unified teaching mode makes some students have to learn what they have already learned. As a result, students with good dancing skills cannot be optimized and improved efficiently, and those with poor dancing skills cannot consolidate their foundation in the first time [1].

2.2 Laggard teaching content and single teaching methods

Although the teaching materials of dance in colleges and universities are compiled by numerous experts and scholars, they have high educational value, but there are many inconveniences in the revision because of the difficulty in compiling the teaching materials. With the development of The Times, the dance industry is constantly innovating, and the traditional teaching materials have gradually exposed their untimely side. There is a certain degree of lag in the teaching content, which will restrict the improvement of students' dance literacy.

At the same time, the teaching methods also show a unified development trend. On the one hand, teachers speak on the platform and students listen in the classroom. On the one hand, rigid teaching methods solidify the classroom atmosphere, weaken students' interest in learning, and lead to students' enthusiasm for dance practice. On the other hand, due to the lack of communication and interaction between teachers and students, students are unable to feedback their own learning puzzles, and teachers are unable to design correct teaching schemes according to local conditions [2].

3. EFFECTIVE MEASURES TO OPTIMIZE AND IMPROVE DANCE TEACHING IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF MICRO-CLASS

3.1 Build an online and offline integrated teaching model and create a "personalized" classroom

Teachers record basic teaching contents into micro-lesson videos and upload them to the Internet in chapter order so that students can watch and learn by themselves. This can not only make full use of students' spare time, but also achieve a further leap in teaching efficiency. Students can also choose appropriate courseware according to their own learning needs, so as to achieve the dual education effect of "optimizing and improving" and "consolidating the foundation". More importantly, transferring the basic teaching to after-class teaching will invisibly squeeze out a lot of classroom teaching time. Teachers can collect students' learning puzzles after class, explain the problems commonly confused by most students in a unified way, and explain individual students' puzzles "one-to-one" separately [3].

And, want to open the exchange section on the network study platform. After all, there is a difference between online learning and offline learning. Online teaching is a recorded video, which is doomed to be not as flexible as offline teaching and unable to efficiently solve students' puzzles. The communication section is very good to make up for this short board of teaching. Most of the learning puzzles can be solved by themselves in the communication process between students. For the rest of the difficult problems, on the one hand, we can seek the help of teachers in the classroom teaching activities the next day. On the other hand, some teachers can also be invited to join the communication section to answer questions and doubts beyond the scope of students' ability.

3.2 Enrich teaching contents and diversify teaching methods

As an open platform, the Internet has a wide range of information transmission, making it the forefront of knowledge innovation in various industries, including information related to the dance industry. If teachers dig deep into the "treasure house" of Internet resources, they can retrieve more novel and interesting knowledge content and fill it into the teaching content, which can greatly improve the interest and substance of teaching activities.

At the same time, the unique video expression of micro-class also injects more vitality into teaching activities. First of all, video expression is more appealing, which can build a better teaching situation, and encourage students to immerse themselves in it in a short time with unprecedented concentration. Naturally, good teaching results can be achieved. Secondly, the video expression has more abundant information, which can dismember every movement in the dance and broadcast it in the form of slow motion, so as to help students master a more standard dance posture [4].

In addition, teachers can organize students to hold dance competitions, allowing students to select videos that represent their highest dance level and submit them to the public after selecting the best dance. On the one hand, it can give full play to the role of example and call on other students to learn from it. On the other hand, it can also further stimulate students' sense of competition, build a healthy competition ecology in the class, and encourage students to take a more active part in dance learning activities.

4. MATTERS NEEDING ATTENTION IN PROMOTING MICRO-CLASS IN DANCE TEACHING ACTIVITIES IN COLLEGES AND UNIVERSITIES

4.1 Strictly audit network resources to ensure the value and correctness of teaching content

As an open platform, the Internet provides equal communication channels for all information contents, whether beneficial information or harmful information, which leads to uneven quality of network information resources. In micro-class education, teachers do not pay attention to the review of network resources, leading to the flow of bad network resources into the teaching content, not only because of the wrong dance posture, the physical health of students will be damaged, and even hidden wrong values, poisoning the minds of students. In this case,

teachers must be aware of the importance and necessity of network resources audit, each of the network resources are carefully reviewed, effectively ensure that not a trace of bad information into the teaching activities, be sure to present the most correct and most valuable learning materials for students.

4.2 Adhere to the auxiliary position of "micro class" and do not reverse the priority

From the perspective of the current education situation, on the one hand, the theory of micro-course education is not yet mature, on the other hand, information technology has yet to be improved, which is not enough to replace the dominant position of traditional education. It can only serve as a teaching auxiliary means to provide a boost for improving the teaching efficiency. However, in the opinion of some teachers, informatization is a hot project of education reform, and it is the inevitable trend of future development. Only by using more micro lessons in teaching activities can we achieve better educational results. However, in fact, the application of micro-course in the field of education in China is still in its initial stage, and there is still a lot of room for improvement. At present, it can not be said wrong, but it is not completely correct. When the proportion of micro-course in the education system reaches a certain value, its promoting effect on education will decline sharply, and even have a serious negative impact. This is mainly due to the special nature of micro class, can not give students the most intimate "one to one" flexible guidance, can not give students humanist care, can not replace the teacher's main position in teaching. And at the same time, there are some teachers don't realize the lesson on the importance of teaching activities, are less applied in the teaching activities, even under the repeated requests of superior leadership, still adhere to the traditional teaching mode, failed to give full play to the advantages of small class, must be timely to communicate ideas, make them set up correct cognition on class, And set up internal training courses, enhance teachers' information literacy, improve teachers' ability to use the micro-class system.

4.3 Pay attention to network resource construction and page optimization

Although one of the core spirit of the Internet is "sharing", there is no lack of free high-quality resources, but the Internet is full of resources, it is undoubtedly extremely difficult to search out the real high-quality educational resources. It is relatively easy to find some fragmented knowledge on the Internet to fill the teaching content, but it is inevitable to face many difficulties to retrieve systematic educational resources. Therefore, the school must increase the construction cost of micro-course, especially in the procurement of network resources, but also should go to the most formal platform to buy the best quality resources. In addition, in the construction of micro-course platform, some staff lack of attention to the page design, believing that as long as the teaching core remains unchanged, the page aesthetic degree and process degree are some minor issues. But in fact, the details determine the success or failure. Only by achieving perfection in all aspects can we effectively avoid the

"barrel effect" and avoid the overall decline of education quality.

5. CONCLUSION

In general, the application and promotion of micro-class in dance teaching in colleges and universities is not only the general trend of the advent of the information age, but also the internal demand of improving the teaching quality. Especially in today's era, the supply of talent market is greater than the demand, the problem of internalization is prominent, and the employment situation is more severe. It is more necessary for students to have profound dance literacy, so as to occupy a dominant position in the professional competition. However, it is worth noting that information technology has not been born for a long time, and the concept of micro-class has been put forward for a limited time. Although some educational achievements have been made, in terms of specific application, it still needs the joint efforts of countless teachers to combine it with dance teaching content to give full play to the best effect.

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The Development Of Course Ideology and Politics in Legal Clinic Classroom Teaching

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Abstract: At present, all colleges and universities in the country are carrying out curriculum ideological and political reform, classroom teaching link is still the main field of ideological and political education. In the legal clinic classroom, how to reform the classroom teaching, rooted in the concept of formation education, cultivate students' awareness of ethical issues, reform the course assessment methods, thinking and exploring these problems is conducive to the legal education to truly achieve the goal of moral education, moral and law and improve the quality of legal personnel training.

Key Words Legal Clinic; Curriculum Ideology and Politics; Teaching Reform

1. INTRODUCTION

Clinical legal education, also called clinical education of law, refers to follow the practice of medical students in clinical practice in medical clinic, in principle, with the help of a lawyer's practice qualification, under the guidance of teachers to legal science specialized students put in legal clinic, for the difficulties in life and is an urgent need to legal aid to provide legal help, "diagnosis" its legal problems, issued a "prescription". Clinic legal education originated in the United States, is a major innovation in the history of legal education, which is the reform of the traditional education mode dominated by theoretical indoctrination, is committed to training students in the completion of professional education should have legal awareness, position, skills and responsibilities.

In 2000, China's legal education for the first time to introduce the clinic legal education model, many university law departments based on the lack of college legal education, quickly accepted and quickly adopted this education model.

At present, the national colleges and universities are carrying out curriculum ideological and political reform. Classroom teaching is still the main field of ideological and political education, but the traditional lecturing method, which is taught by teachers unilaterally, cannot adapt to the subject dimension of learners that is necessary to shape the values. Therefore, in the legal clinics in the classroom, how to reform the classroom teaching, rooted in form the concept of education, cultivate the students' ethical problem consciousness, innovative curriculum appraisal way, thinking about these issues and explore the education of law really achieve the goal of khalid ents, German and French and repair, improve the legal talent training quality.

2. INTEGRATE IDEOLOGICAL AND POLITICAL IDEAS INTO TEACHING OBJECTIVES

What I find in my teaching, for example, is that some students explicitly say that I'm going to be a lawyer because lawyers make a lot of money. There are also some students affected by the British and American legal drama, that the lawyer is a loophole, who give me money, I will help who get out of the crime.

These ideas are very dangerous, if students for society and the ultimate purpose of law is not very clear, for himself as a legal person shall have the responsibility is not very care about, will learn law the beneficiaries of making a living as a tool only, how to use can be, the pursuit of money blindly, regardless of the professional ethics and legal bottom line, and social justice, it is very easy to astray.

Legal people must have three qualities: "must have legal knowledge, can understand and improve the law; Must have social common sense, can be appropriate to the use of law; You have to have legal ethics to be qualified to enforce the law." Ideological and political education focuses on the improvement of guidance from "knowledge" to "meaning", that is, to transfer the positive energy of legal people to be good through value guidance. The ideological and political development of the curriculum must be able to guide the choice of goals and actions of law students. Therefore, the idea of the curriculum is not normative education or error-correcting education under external pressure, but edifying education with "cultivating people by virtue" as the core. At the same time, education should not ignore the learner's subjectivity and inner identity, but should be directed to the learner's evaluation of their own behavior; In the absence of basic legal literacy, legal skills are easily dominated by utilitarian goals and thoroughly instrumented. Therefore, legal education is the integration of professional education of knowledge and skills and legal ethics education.

Therefore, the cultivation of professional ethics should be emphasized in the level of curriculum objectives. The so-called formative education aims to develop students' subjectivity, guide them to determine their value orientation, ideal and belief, moral choice and code of conduct independently, and finally achieve the ultimate goal of integrating knowledge and action. The basic starting point of this concept is to believe that education has important enlightening and transforming functions for shaping the inner values of individuals. However, the premise of this education model is to give students more power, so that they can really judge right from wrong as the subject of moral practice, rather than try to approach the "correct answer" according to the memory of the course content. The basic way to realize this educational idea is practice orientation.

3. INTEGRATE IDEOLOGICAL AND POLITICAL CONTENT INTO TEACHING METHODS

In the aspect of teaching methods, we should cultivate students' professional ethics: First, cultivate students' consciousness of ethical problems; The second is to cultivate students' ethical reasoning ability; Thirdly, cultivate students' ability of ethical choice. Students are not passive containers of knowledge. This requires us to consciously guide students beyond knowledge and skills. Among them, the cultivation of students' awareness of ethical issues is both the starting point and the core. If the ethical views of problem awareness are only blindly followed, the ethical ideas lacking reasoning ability and choice ability will not arouse people's feelings or influence actions.

Compared with traditional teaching, legal clinic teaching has the following differences:

Classroom layout and student-teacher ratio are different. The traditional classroom is a fixed desk and chair teaching in the classroom, while the legal clinic classroom is taught in the round-table conference room, legal aid center, etc., which is more convenient to form a simulation and interactive learning atmosphere. The teacher-student ratio of the legal clinic classroom is 1:7, while the teacher-student ratio of the traditional classroom is one to dozens, or even hundreds.

The teaching methods are different. Traditional classroom is lecturing, indoctrination teaching, students lack of enthusiasm and participation, and legal clinic classroom through games, simulation, discussion, debate, interactive teaching methods, can stimulate students' interest in learning, so that students are willing to participate in it.

The teaching content is different. Traditional classroom is mainly in the teaching of theoretical knowledge, and through the legal clinic classroom can obtain the experience and skills of legal practice, teaching content highlights the practical, pay attention to the cultivation of ability, emphasis on the training of thinking.

Cognitive models are different. The traditional classroom is deductive, from the general to the particular. As long as the size of the premise is determined, the conclusion must be determined and unique. Because the conclusion is already included in the premises. Therefore, it is only a consequence of analysis and does not give new knowledge. Legal clinic classroom is inductive, that is, from the special to the general. Summarize general rules from a large number of legal application experience, change students' perspective of thinking problems, and tap students' potential of argumentative reasoning.

Think differently. The traditional classroom cultivates the judge's thinking, and the so-called case teaching can only be the case explanation, which is the teacher using a case to illustrate a knowledge point. Legal clinic classroom training is lawyer-style thinking, students through contact with the reality of vivid, fresh cases, standing in the position of the parties to analyze the case, retroactive jurisprudence, thinking, make a judgment.

To activate the legal professional ethics consciousness of students must meet two prerequisites: First, the role of the legal profession should be given as a starting point. No

legal role, no professional ethics. Second, the external conditions should be conflict of interest and cognitive confusion. No conflict of interest, no professional ethics. Thomas W. Swan, the former dean of Yale Law School, once noted: "If law school graduates to get sufficient training to play the role of judges, legislators and lawyers, a law is not only learn to as a science and a humanistic study, and the domain of the law school need to pay more attention to many law - solve political problems, these problems reflect our unprecedented rapid development of economy, social life." [4]

The development of legal clinic classroom teaching should be based on situational design as the main shaft, the classroom is also a theater, giving students a certain professional role, and bring it into the conflict of interest. When students have ethical perplexity, they will consciously turn to meaning and value, so as to start the deep thinking of legal professional ethics. The teacher takes the question as the forerunner, does not impose the established answer to the student, but helps the student to set up the question and answer by himself, reveals the ethical value in the depth of the idea. It will be more realistic and persuasive to use the typical cases of legal practitioners in reality as the situation setting. At the same time, we should also play a cooperative education mechanism with practical departments, invite prosecutors, judges and lawyers to present themselves and strengthen students' bottom-line thinking and ethical awareness through real cases.

Lead quality class discussions. In an ideal class discussion, the quality of students' speeches will be deepened with the development of class activities, and the spark of thinking will be rubbed out. Only through deep thinking, legal professional ethics will enter the heart; Only through the collision of viewpoints can the legal professional ethics be precipitated into a conviction. The dialogue should take the equality of teacher-student relationship and the openness of ideas as the premise. If the teacher tries to impose a certain point of view on the students as the correct conclusion, there can be no real dialogue, and the class can only carry on according to the established content. Only when students are allowed to speak out their true thoughts can there be effective classroom communication and the ideological and political education of the curriculum be targeted. At the same time, the ideological and political education of the curriculum is essentially a psychological attitude, which can be more conscious of its existence when it is observed by "the other". Dialogue is both a process of illuminating each other and a process of finding meaning and value. As a teacher, in class dialogue, we should not simply judge the right or wrong of students' opinions, but should focus on the dialogue between teachers and students to the ideological and political level, and guide the students to draw conclusions by themselves.

4. INTEGRATE IDEOLOGICAL AND POLITICAL DISCOURSE INTO TEACHING LANGUAGE

It is meaningless to talk abstractly about course ideology and politics in class, which is easy to make students who have been used to lecturing from childhood feel boring.

"Hiding the intention of education is one of the most important elements in the art of education." Facing the problem of value, students will also have their own stand and opinion, only from their existing stand, good at giving systematic guidance, teaching by words and deeds, ideological and political education will not become moral preaching. Students either have an innate aversion to moral lessons, or they simply draw dogmatic conclusions. The final result is that the knowledge students learn can only be used for the exam, and it is difficult to go out of the classroom and into the society. In short, under the concept of curriculum ideological and political education, the primary premise is that teachers should believe that students have good knowledge and ability, and dialogue with students in an equal and open attitude, so as to guide them to think independently and continuously pursue the dimension of self-improvement.

The direct purpose of legal clinic education, is to teach students to "think like a lawyer", which is also an important goal of law training students. It is a complex and long process to transform students with ordinary thinking characteristics into those with legal thinking characteristics. Only with a lot of theoretical influence and a lot of practice opportunities, can students constantly find the part that their thinking mode is not consistent with legal people, and try to correct it. Our goal is: after day after day of training, the student has become a clear thinking, careful, logical, can see through the essence of the phenomenon, can control their own emotions to make rational judgments and decisions of the legal person. Compared with other courses, the legal clinic with its distinctive characteristics of practicality has a huge advantage in promoting the change of students' way of thinking.

Relying on the legal clinic education to cultivate students, can become a new force engaged in legal aid work in colleges and universities, will greatly make up for the lack of legal aid resources, at the same time, but also for the future legal aid team reserve excellent professionals.

5. INTEGRATE IDEOLOGICAL AND POLITICAL OBJECTIVES INTO THE ASSESSMENT SYSTEM

At the level of curriculum assessment, the legal clinic curriculum needs to explore non-standardized answers to the test.

First of all, the purpose of the legal clinic course examination is not to select the best talent, but to help students better understand themselves, see the weakness of human nature and the importance of professional ethics, so as to find the direction to continue to work hard.

Examines in legal clinics should first liberate students from grades and memory competition. It is important to master the knowledge points, but more important is the identification and internalization of students' belief in the rule of law. In addition, curriculum assessment, as an important means of feedback between teachers and students, has far-reaching significance for the adjustment and improvement of teaching.

Secondly, we should pay attention to strengthening process evaluation, combining dynamic and static assessment, and combining individual and team

performance. Legal clinic this course assessment method is the implementation of the whole process of academic evaluation, will be prepared before class, classroom simulation, paperwork writing, after-class report in accordance with a certain weight into the final score evaluation, to ensure that every student can actively participate in the whole process of learning.

During class discussion and task arrangement, the class will be divided into 10 groups with 4-5 people in each group. Through the relationship construction that is both cooperative and competitive, students can free themselves from the conventional thinking of competition for scores, absorb the strengths of others and strive to surpass themselves. All discussions, practice simulations, and grading are conducted in groups. The examination result of the legal clinic consists of three parts: "class simulation performance + legal document writing + experimental report", in which the "class simulation performance" consists of three parts: "self-rating + mutual rating of members of the same group + team cooperation score". "The test is to examine and promote students' learning. It is not a standardized evaluation tool." Ideological and political self-cultivation cannot be accomplished overnight. It is not enough to only use the evaluation assessment at the end of the term, but more attention should be paid to the formative assessment.

6. CONCLUSION

Legal clinic classroom teaching should be truly student-centered, avoid moral preaching and curriculum hollowing out. At the same time, teachers should flexibly use the teaching method to awaken the students' potential essence, gradually realize the knowledge and explore the morality. Ultimately, the goal of education has never been control, but letting go. Everyone in the legal profession is confronted with ethical dilemmas at one time or another, and only gets it right once. What we hope to see more is that our students, no matter what kind of legal profession they will pursue in the future, will be able to uphold the concept of justice, and make good use of every power they have in their hands, with the spirit of caring for the disadvantaged and serving the society. This is one of the most gratifying moments in legal education.

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A Study on The Path to Cultivate the Values of Project-Based College English Teaching

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Abstract: English learning is a way for college students to get in touch with foreign cultures. In the context of globalization, college English should not only pay attention to cultural teaching and the cultivation of language ability, but also pay attention to the cultivation of students' correct values. Focusing on the cultivation of students' core values in college English teaching, this paper analyzes the causes of students' chaotic values, and puts forward corresponding innovative education paths in combination with project-based teaching methods, so as to hope for reference.

Key Words: College English; Project-Based Teaching; Value Cultivation

1. INTRODUCTION

College English is a required basic course for college students, which is highly valued by college students because of its large content span and wide learning coverage. However, most schools only focus on cultivating students' learning ability in English teaching, ignoring the role of English teaching in the ideological and political teaching, and reducing students' awareness of the cultivation of core values. Therefore, schools should dig deep into the connotation of ideological and political education in English teaching, and play the role of English teaching in educating people.

2. REASONS FOR THE CONFUSION OF COLLEGE STUDENTS' VALUES

Most college students is influenced by the traditional education on the basis of their own school, at home long excessive protection is also very little contact with the society, from high school into the university campus is also a live away from home for the first time, in the face of different students of different way of life of the city, it is easy to produce different values to understand, to some extent this lead to chaos and confusion of values problem students, Make students doubt themselves. At the same time, in English teaching, students feel the values of individualism and moneyism in the western society, which are in conceptual conflict with the existing socialist values in China, so that college students gradually change their original values in a long time of contact. Due to the penetration and influence of multiple cultures, many college students have become increasingly utilitarian in terms of values. Without correct educational governance, their values will be in chaos. Now of college students is just at the critical stage, set up the values for the correct life values of college students, English teaching mode should actively innovation, dig into the value of traditional culture to the core values education, give full play to the traditional culture to the core values of education, enhance

the consciousness of college students to establish correct values [1].

3. AN EFFECTIVE WAY TO CULTIVATE THE VALUES OF COLLEGE ENGLISH PROJECT-BASED TEACHING

3.1 Improve English teachers' attention to project-based teaching

Teachers are the main body of teaching activities. The level and comprehensive quality of teachers will directly affect the formation of students' quality. Therefore, it is an important prerequisite to cultivate students to set up correct values to improve English teachers' ability of value education. Some English teachers for a long time to accept English teaching, more contact with western culture, osmosis with western values, also in the lecture, will have preference of thinking teaching, therefore, need the teacher has the ability of self-reflection and stripping, which the western idea is conducive to the cultivation of college students' values and development, which is from already the one-sided understanding, Correct values should be stripped out to guide college students. English teachers should not only have good literary accomplishment, but also have good literary spirit and teaching attitude, as well as profound cultural background and good communication ability. In English teaching, can proper penetrating western excellent culture to guide students to set up the correct core values, improve their comprehensive qualities of college students, in leading the values education of college students in the use of western culture, draw on the concept of literature, together with the college students better values education for students.

3.2 Pay attention to cooperative learning project-based teaching mode

Contained in each university campus of values education resources are limited, to strengthen the core values education of colleges and universities and students cooperation, realize resource sharing and complementary to the education, set up is in the nature of academic, authority and knowledge as one of the core values of college students education books and periodicals, build good cultural core values of the database, The establishment of university values education alliance institutions. Cooperate with major media platforms in teaching to realize the sharing of core values education resources for college students.

Effectively for the college students in the values of cultivation, also should pay attention to individual differences between students, everyone is a unique individual life, must be carefully studied psychology and characteristics of different students, attach importance to the development of the students' individual differences

and diversity, focus strategy, to take advantage of it to different students adopt a hierarchical way of teaching, To enhance the pertinence and effectiveness of the school's cultivation and practice of social core values. Actively carrying out cooperative learning in project-based teaching can enhance the cultivation effect of students' core values. In the process of cooperation learning, for each team members within the group and different responsibility, depend on each other, learning task through cooperation, to make the contribution of each member of the group and the collective interests are closely linked, let every student can actively participate in cooperative learning, can also ensure that each student's individualized learning method [2].

3.3 Carry out English club activities to strengthen values education

Many college students take an active part in campus club activities after they enter the campus. Some students think it is an important way to improve their ability and growth. In the club, most students recruit students by themselves, plan and organize activities, etc., which make students feel more identity and sense of achievement. School can communicate regularly carry out English reading activities, let the student to the discussion of the different ideas in the book, can also carry out chain debate and so on, to let the students to be involved in the process, the debate to discard some of utilitarianism and individualism and bad life values, and so on, the teacher can also be in the form of review, to help students set up the correct values.

3.4 Pay attention to the cultivation of thinking ability to promote rational choice

With the continuous development of China's social economy, the degree of openness has been deepening. The value orientation of society makes people present various and complex characteristics. At present, the core values of college students are not yet mature, and they are prone to various changes in their thoughts. In the face of diversified value orientations, they are also prone to confusion and confusion. With the appropriate values to foster students, an upgrade on the cultivation of students' cognitive ability, is advantageous to the students' knowledge values within the scope of the theory and the value thinking and in-depth

research, to establish contact with their daily life, for college students to accurately grasp the values behind the connotation and profound understanding, they feel when facing choices in life, Don't make the wrong choice because you lose your good judgment of things. At the same time, it also enables students to be willing to accept the values and ideas of the outside world and have a broader vision and mind. They can not only respect the ideology of different ideas, but also accept the opinions and criticism from others, so as to constantly improve themselves. Project-based teaching requires college students to actively discover and solve problems, which can effectively improve students' critical thinking and creative thinking. Compared with traditional teaching, project-based teaching can effectively improve students' understanding ability. Therefore, project-based learning of college English is conducive to improving students' thinking ability and enhancing students' ability to correctly distinguish the different values in a diversified environment.

4. CONCLUSION

To sum up, the teacher in English teaching, the teaching mode should be the appropriate innovation, get rid of the traditional single teaching way and the idea, undertake to the student the correct values guidance, timely will project type values into the English teaching, through the project cooperation, training college students of the ethnic culture cognition of self-consciousness, realize the combination of teaching with cultural education project type, Finally, it will enhance college students' sense of identity and pride in national culture.

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