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A Study on Middle School Students’ Differentiated Development: Based on the Artificial Intelligence Perspective

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Abstract: Based on the current situation of the students’ differentiated development of middle school English class, this paper tries to have a thoroughly study on the six links of middle school English class—"preparation, teaching, learning, research, management and evaluation", with the help of intelligent decision-making system, intelligent learning guide system, intelligent teaching system, language processing system and knowledge existing system. Then it reveals the depth of the integration of artificial intelligence and middle school English teaching, and puts forward some countermeasures for the differentiated development of middle school students.

Keywords: Middle school students; Differentiated development; Artificial intelligence; Problems and measures

1. INTRODUCTION
Nowadays artificial intelligence (AI) is the most revolutionary technology, known as the "Fourth Industrial Revolution", which has gone through three stages: Computational Intelligence, Perceptual Intelligence and now Cognitive Intelligence. In May 2019, Xi Jinping pointed out that AI is an important driving force for the new round of scientific and technological revolution and industrial transformation. It is profoundly changing the way people work, live and learn, driving human society to usher in an intelligent era of human-machine-collaboration, cross-field-integration, co-creation-and-sharing. This study involves middle school English teaching design and academic evaluation, which has practical significance for improving the efficiency of middle school English teaching and promoting the fairness of teachers and students' performance evaluation [1] p89-91.

2. RESEARCH STATUS AT HOME AND ABROAD

By simplifying and classifying the above information at home and abroad, the following obvious characteristics can be concluded:
1) Although the application of AI in education and teaching has been around for 30 years, it is still unclear to educators how to exploit its advantages in teaching on a larger scale.
2) Based on the analysis of domestic and foreign literature, we find few research results that are really related to middle school English teaching design and evaluation, and they are not closely related to teaching theories, either.
3) the current research results have little critical reflection on the challenges brought by artificial intelligence.
4) What pedagogical significance are the potential intelligent technologies? How to make artificial intelligence and "six aspects" (preparation, teaching, learning, research, management, evaluation) closely integrated? These are the questions to be answered.

3. RESEARCH OBJECTS AND METHODS
In this study, a middle school in Huanggang City, which is featured by national basic education, is selected as the pilot, and the following methods are adopted for research:
(1) Literature Research Method. Based on the existing literature, we collect the information about the development trend and the application of artificial intelligence. Then we refine, analyze and conclude the collected information in order to understand the basic concept of artificial intelligence and the development process. Last we put forward some points of view for the design and evaluation of artificial intelligence applied to

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middle school English class.

(2) Questionnaire Survey Method. According to the characteristics of the study, this questionnaire is designed by referring to the existing questionnaires designed by others related to this study. With this questionnaire, an anonymous survey is conducted among certain middle school teachers and students so as to understand the disadvantages of artificial intelligence application in middle school English class, such as instruction, management and evaluation and so on, from multiple dimensions, then corresponding diagnosis and treatment measures are proposed later.

(3) Teacher and Student Interview Method. In the way of individual interview, teachers and students who have conducted questionnaire survey are interviewed respectively. Through interviews, we can catch the information that have not been caught from the questionnaire survey before, and further understand the problems and causes of the application of artificial intelligence in teaching and learning, so as to enhance the objectivity and accuracy of this study.

(4) Classroom Observation Method. Under normal teaching conditions of English class at a middle school, the author enters the classroom for observation, and systematically records the observation results in chronological order by means of recording and writing, so as to collect the most real information from specific situations.

4. DIFFERENTIATED STATUS OF STUDENTS AND EXISTING PROBLEMS TO BE SOLVED

4.1 Differentiated Status of Middle School Students

In this study, differential development refers to the different behavior characteristics of individual students under the influence of their own genetic quality, living environment, learning factors, etc. such as personality tendency, psychological characteristics, intelligence level, learning motivation, emotional needs. the differences of students exist objectively, and students themselves also have the needs for different development.

(1) differences in students' gender.
(2) Differences in students' personality.
(3) Differences in students' thinking.
(5) Differences in students' learning ability.
(6) Differences in students' learning motivation.
(7) Differences in students' cognitive ability.

4.2. the Existing Problems to Be Solved

(1) Artificial intelligence and teaching needs

Teaching needs are multifaceted, such as teaching objectives, teaching process, teaching resources, teaching environment, teaching effect and performance evaluation. the assessment of teaching needs by artificial intelligence can provide basic data for effective teaching. By analyzing the teaching target, artificial intelligence can determine the characteristics and needs of students by asking questions, and then it identifies and picks out the problems that do not need to be dealt with in the teaching process to maximize the effectiveness of the course [4] p27.

5. SPECIFIC MEASURES TO BE CARRIED OUT

5.1 Teachers' Efforts

(1) Cultivate teachers' reflective habits and seek more effective teaching methods.
(2) Improve teachers' professional ability and carry out diversified teaching according to the individual characteristics of students.
(3) Increase the diversity of teaching content to meet the different basis of students.
(4) Adopt diversified teaching methods and take care of
students with different personalities.

(5) Adopt evaluation method of grading examination to give objective evaluation to students of different abilities.


5.2 Artificial Intelligence' Aids

With the close combination of artificial intelligence and "six aspects" (preparation, teaching, learning, research, management and evaluation), this paper studies the deep integration of artificial intelligence and middle school English teaching, providing strong data support for the adjustment of English teaching design and performance evaluation of teachers and students.

(1) Artificial intelligence, assisting teachers in lesson preparation, is conducive to improving the efficiency of lesson preparation.

By using big data, teachers can conveniently collect required teaching resources and thoroughly know students' learning foundation. Then they can determine their teaching objectives and design differentiated teaching plans according to the differentiated development of students.

(2) Artificial intelligence, assisting teachers in teaching, is conducive to differentiated teaching.

According to the different levels of the students, and the differentiated design of the teaching plan, teachers can make good use of MOOC, SPOC and flipped classroom with the help of Smart Classroom. In other words, teachers can deliver differentiated teaching contents to the different levels of students, combining offline and online teaching.

(3) Artificial intelligence expert-guidance-system is conducive to students' autonomous learning.

First, students can use the artificial intelligence expert-guidance-system to diagnose how much they have known and how well they did. Then, they decide how to study next, according to their actual situation. In the ubiquitous learning environment, they can get knowledge with smart phones, laptops and so on. When students have any difficulties in learning online or offline they can consult their teachers on campus or at home, owing to the full Wi-Fi coverage. At the same time, teachers can supervise students' learning through intelligent identification technology.

(4) Artificial intelligence helps teachers carry out teaching research.

First, artificial intelligence can help teachers easily initiate discussions between each other via remote video, such as Tencent Conference, Enterprise Wechat, and so on, sharing their teaching experience and learning from each other. Then, with big data teachers can put their teaching experiences into writing and mail the article to a certain magazine to be published. More importantly, teachers can benefit a lot from Internet based on the artificial intelligence.

(5) Artificial intelligence helps schools manage teachers and students fairly.

School management includes the management of teachers and students. Monitoring system, intelligent classroom and so on, can record teacher's teaching content, teaching attitude, teaching effect, and invigilating process; At the same time, students' learning attitude, psychology status and examination status can be recorded as well.

(6) Artificial intelligence is conducive to the performance evaluation of teachers and students. Big data and expert systems can be used to evaluate teachers and students separately by integrating all aspects of their information. And B-P neural network model can be also used to evaluate the performance of students or teachers.

6. CONCLUSION

In conclusion, artificial intelligence has a significant role in promoting differentiated English teaching in middle schools. (1) It is beneficial to stimulate students' interest in learning. (2) It is beneficial to optimize the English teaching environment. (3) It is beneficial to carry out personalized teaching. (4) It helps to understand students' learning needs. (5) It is beneficial to change the evaluation concept. [8] p21-23

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REFERENCES


Labor Human Rights Labor Justice and Labor Happiness Based on The Vision of Global Labor Governance

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Abstract: Labor justice and labor happiness belong to the core of the philosophy of labor. This issue is important enough that it is often developed within the theoretical framework of labor rights and labor theory of value. Think and explore the issue of the purpose, is to guide people attention in an increasingly technical as well as the inequality of the capital logic is dominant in the world, modern social workers need to work the most basic rights, and in the work and through work and live with dignity and respect at least dignity possibility and reality of life. In established ideological culture and the situation of institutional arrangements, the increasingly diverse worldwide labor form today's society, effective to solve this problem, need a base with a meaning of universality and transcendence of labor justice perspective, focusing on the specific practice of labor workers get feeling, such as identity, satisfaction and happiness, Appeal for a more fundamental global labor management theory of intervention and practice.

Keywords: Labor justice; Labor happiness; Labor management

1. INTRODUCTION

In Geneva in 2006, the headquarters of the international Labour office chair international Labour conference for the 95th annual meeting, in the general assembly routine director report points out: as we all know, work occupies a central position in our lives: it gives us a sense of purpose and give us with personality, also we provide income to meet our material needs. Work is one of the main ways we interact with other people. It is both a personal responsibility and a social activity, often involving cooperation with others in a team. It can be a source of dignity and achievement, but it can also be a source of exploitation and frustration. For families and communities, access to decent work is a cornerstone of stability and social progress (see Director's report: the Labour of the world pattern changes - in 2006, the ilo report, http://www.ilo.org/public/chinese/standars/relm/ilc/index.htm).

Focusing on the international community, the world of labor varies globally due to profound differences in institutions and forms of social organization, especially culture and values. But the common thread in the experiences of women and men around the world is the simple reality of earning money to support their families by doing a legitimate job. So much so that when people meet strangers, the first piece of information they're usually interested in is "What do you do?" Obviously, such a query provides a common reference point around which people can get to know each other. The era in which modern people live and live is an era of both opportunity and insecurity. At a time when barriers that prevent women and men around the world from realizing their full capabilities are falling, it is also becoming increasingly difficult to find quality work that provides the secure building blocks for a better life. There is a growing sense that the dignity of work has been devalued; the dominant economic ethos sees it only as a factor of production -- a commodity -- and forgets what human work means to individuals, families, communities, and nations. Based on human nature, and man's existence and development, from the Angle of the maintenance of labor rights as human beings, to take a hard look at what the significance of labor justice in the society as a whole, return to the authenticity of the labor and its significance of initiative through effective global labor management, make laborer labor happiness in decent, dignity, understand the true essence of labor is to the human, It is the major and core theoretical theme of our time.

2. LABOR HUMAN RIGHTS AND LABOR LIBERATION: CONNOTATION AND BASIC RELATIONSHIP ANALYSIS

Free and conscious labor activity is the beginning of human civilization. In the evolution of human civilization, labor plays a decisive role. Labor is the most basic practice of human beings, the primary and basic conditions for human existence, the source of all material and spiritual wealth, and the driving force to promote the development and progress of human society and civilization. We cannot emphasize the importance of labor too much. Human rights are the most concerned discourse in the world and have become a widely accepted concept in all countries. This fact makes us live in an "age of power". The relationship between labor and human rights is multidimensional, among which the most important one is that labor provides a basis for human rights.

(1) General provisions of human rights and their intrinsic justifications

Human rights is an old and often new topic. In the development history of western political thought, the thinking about this problem is most concentrated in the field of legal philosophy analysis. It is generally believed that the theoretical interpretation of the concept, thought and system of human rights is derived from the universally accepted presupposition of "innate human rights" derived from enlightenment thought. Human rights are innate, self-evident, and human rights. "The justification for
human rights is rhetorical, not philosophical. Human rights are self-evident, embedded in people's intuitions and other accepted concepts. " Heng Jin, translated by Xin Chunying et al. The Age of power. Knowledge Press, 1997"

If the theory of human rights proposed in modern times aims to provide theoretical support and rational explanation for opposing theocracy and feudal aristocrat privilege, its emphasis on self-evident is characteristic of the Times. At the time when classical natural jurisprudence was prevailing, the modern human rights doctrine inevitably bore the traces of natural law and became a theoretical component of natural jurisprudence. Its critical and progressive significance, or its knowledge increment, was obvious. However, with the deepening and maturity of human rights research, more and more theorists reflect on the theories including innate human rights theory, and strive to explore the basis of human rights, namely the origin of human rights. Different answers to this question have led to different theories. (1) Theory of natural rights. As mentioned above, the foundation of human rights is the long-standing theory of natural law and natural rights. Natural law is the opposite of positive law, the eternal law which precedes the state. Natural rights come from human nature and natural nature. The origin of rights is "nature" and "rationality" of human beings. Human beings enjoy inalienable and untransferable rights as human beings, namely human rights. Abstract, eternal human nature, nature is the origin of human rights. The core of this theory emphasizes that human rights are self-evident, abstract, and transcendental principles, but it implies a premise that must be questioned: what is human nature? (2) Legal rights theory. The theory of legal rights is a challenge to the theory of natural rights. The essence of the theory is that human rights are not innate, but endowed by law. The representative of this theory is Bentham. Bentham criticized the fiction and mystery of natural law and natural rights, saying, "In my opinion, right is the child of law. Natural rights are children without a father." (3) Social rights theory. This theory emphasizes that human beings are living in society and have both natural and social attributes. They cannot exist apart from society, and there are various ties between people. The origin of human rights is the need of social life and historical tradition. According to Milne, the specific sources of human rights are laws, customs, and moral norms. A. J. M. By Milne. Translated by Xia Yong and Zhang Zhiming. Human rights and Human diversity -- Human rights Philosophy. Encyclopedia of China Publishing House, 1995, 127-143. Human rights are embedded in and connected with specific cultural traditions and social systems (Xia Yong, the origin of the concept of human rights -- the historical philosophy of rights). China University of Political Science and Law Press 2001, 254.).

The three most representative human rights basis theories above all try to reveal the origin of human rights from a certain aspect, which has both reasonable factors and certain limitations. For such a complicated issue as the origin of human rights, any single thinking may hinder the scientific nature of theoretical exploration. Combined with the rational core of the above theories, from the perspective of human being being social existence and the relationship between "labor and human rights", labor endows human rights -- labor endows human rights, which can provide a new idea for us to have a deeper insight into the origin of human rights.

(2) disputes concerning labor rights, norms of labor rights, and meanings of norms of labor rights

The existence of constitutional right usually requires an effective constitutional right norm to be granted. Therefore, to understand the labor right, we must first find the labor right norms on the constitution. To analyze the meaning of labor right norms in the constitution, we need to first return to a meta concept: norm. The meaning of norms is one of the most fundamental problems in all jurisprudence, and it is also a concept of ambiguity. [1] Norms take on different meanings and perform different functions in different contexts, but its most basic analysis is a semantic analysis, where the distinction between A norm and A normative statement is the primary mode of analysis. According to Alexi, a norm is the meaning of a normative statement. A norm can be expressed either through a specific normative statement or through other statements (quoted in Tong Zhiwei, Ed., Constitutional Law, Tsinghua University Press 2008, p. 213). Weinberger, a representative of institutional law, also pointed out that norms are different from normative statements. The existence of norms can be reflected not only through normative statements of written legislation (specifically manifested as various laws), but also in the habits of human practice and social life. Alexi further points out that the norm of constitutional rights is the meaning of the normative statement of constitutional rights. This normative statement of constitutional rights is always expressed in whole or in part through Constitutional Right Provision (D. Goldford, the American Constitution and the Debate over Originalism, Cambridge University Press 2005, p25. K. Whittington, Constitutional Interpretation: Textual Meaning, Original Intent, and Judicial Review, 1999). The question is, how do we determine whether a constitutional provision is a specific constitutional right provision? Alexi first proposed two traditional criteria: substantive criteria and structural criteria. The substantive standard and the structural standard are based on the standpoint of the right protection of classical liberalism. The substantive standard refers to schmidt's view that it must be "the right that is the basis of A free state under the rule of law, namely the right of individual liberty" (r. alxy, A Theory of Constitutional Rights, Oxford Press2002, p. 19). The structural standard is a kind of clause that contains subjective rights, which is the protection of the subjective rights of specific individuals, that is, it has the attribute of claim right. However, Alexi believes that both substantive and structural standards are flawed under modern conditions. One major flaw is that modern constitutions are not traditional structures in which any constitutional provision has fundamental rights, but those provisions are "institutionally and textually highly bound to norms guaranteeing subjective rights,"
such as "all education is subject to state supervision". So, in his view, would be associated orbiting Provisions, which doesn't express a constitutional right directly but could be useful in securing and enforcing it. Such articles are listed in the German basic law by alexi as "everyone has the right to a fair trial before the courts" (article 103, 1). This is A new formal standard: the clause of Constitutional Rights is the clause directly expressing Constitutional Rights and guaranteeing Constitutional Rights (r. alexi, A Theory of Constitutional Rights, Oxford Press, 2002, p. 20).

(3) Take "sociality" seriously: Free and conscious labor is the most profound basis for people's liberation and social development.

The evolution of human social history can be roughly divided into two themes: one is the liberation of human beings and the other is the development of society. The main purpose of these two themes lies in the comprehensive and free development of human beings. It can be said that these two themes have a starting point but no end point. Human liberation and social development are always in the process, in which human beings constantly achieve phased results. This process may not be consistent progress, and may even have setbacks or setbacks, but the overall trend is still progress, which is developed and enriched by labor. (1) Human liberation first occurs in the relationship between man and nature. From the opposition between man and nature to the harmony between man and nature, from obtaining living materials by overcoming nature to protecting the environment and constructing sustainable development, all are the process and ways of human liberation and the process of human being from inevitable to freedom. The material achievements and economic wealth on which people's liberation depends are the results of labor. Man realizes his liberation from nature through labor. (2) Human liberation also occurs in the relationship between people. Man is a man in the society, a member of the society, and the relationship between man and man is not always in a normal state. The abnormal form of the relationship is highlighted by various artificially constructed inequalities, especially the exploitation and oppression of man to man. In the relationship of exploitation and oppression, human labor becomes alienated labor and human liberation is repressed. To get rid of man's oppression, to get rid of alienated labor and to return to evolutionary labor are the inevitable requirements of man's liberation, and constitute the direction of efforts and tasks of civilization in modern society. This task also needs to be achieved through labor. (3) The process of social development has been carried out simultaneously with the liberation of human beings.

Social modes of production, economic, political, and cultural systems, social norms, and social order, on the one hand, have their own development; on the other hand, they are the emancipation of man and serve to expand the substantial freedom of man, thus becoming a sufficient and necessary condition for the emancipation of man.

In the historical development of mankind, human rights came into being in the labor practice of mankind. Marx agreed with Hegel that human rights were historical, not innate. Labor is not only rational, but also practical. Without labor, there would be no human being, no civilization of human society, no demand for human rights, no thought on human rights, no system of human rights.

the Complete Works of Marx and Engels, (Vol. 44), People's Publishing House, 2001, 207. Human rights come from human labor practice, and the nature of human labor entrusts human rights. Labor, as the essence of man, endows man with the rights to be a man. Complete works of Marx and Engels. Volume 44, People's Publishing House, 2005, 207-208.) Although innate human rights have their progress and knowledge increment, they describe a knowledge end for us, so that we cannot further ask what is the basis of human rights, stay in the transcendental level, abstract human rights. However, the idea of human rights endowed with labor revises this position, clarifies the source of human rights in human society, and strengthens the explanatory power and explanatory power of human rights theory.

Marx pointed out that human beings are social animals (Carlo Marx and Engels, Vol. 5, People's Publishing House, 2009, p. 208, 379). Especially with the development of the commodity society, human "labor" has moved from private to society, formally becoming social and becoming the unique social production practice of human beings. Therefore, labor, especially material production labor in Marx's vision, as the basis of human survival and development, always has natural initiative and social history, and is a production activity relative to labor products. Just as Marx said: "Any liberation is to make the world of human beings, namely all kinds of relations, return to human beings." (Carlo Marx and Engels, Vol. 1, People's Publishing House, 2009, p. 56) Thus, the liberation of labor is to make the social relations of labor return to the labor man, so that those social relations that constrain the development of labor's natural initiative are constantly abandoned in the process of historical development. However, this is not a problem that can be directly solved by "grand Speeches and Masterpieces on Labor Liberation" (Carlo Marx and Engels, Vol. 3, People's Publishing House, 2009 edition, p. 158). Workers know that in order to seek liberation, They "must go through a series of the history of the environment and people are modified process" ("Marx and Engels anthology "volume 3, people's publishing house, 2009 edition, p. 159), it was a struggle between producers and occupant, its essence is the workers through the realistic work, both the external environment that is the nature and human society. It is also necessary to transform and enrich human beings, which is precisely the inner tension that labor liberation makes labor social relations return to labor itself. The sociality of labor originates from the simple natural division of labor in the community and develops with the development of commodities. When the labor products become commodities with exchange value, the real social labor formally comes into being. Just as Marx observed commodity in the first volume of Das Kapital, the underlying dimension that cannot be ignored is the
essential relation between commodity and labor sociality: the first is the sociality of "labor force". When labor products "use value is the opposite of it is the value of the form" (second volume of the selection of Marx and Engels, the people's press, 2012, p. 112), the importance of the work product is no longer its use value, but it's as interchangeability of value form, human labor as the value of labor product entity, thus have the commercial, thus it is possible for the social "transfer" of ownership of labor force. the second is the sociality of workers. When "specific labor is the opposite of it is abstract human labor form" (second volume of the selection of Marx and Engels, people's publishing house, 2012 edition, p. 113), with its nature is human specific labor sex become representation of abstract labor value, specific the original significance of labor in society is replaced with the essence of abstract labor importance. As the subject of specific labor, the realistic appeal of laborers to develop comprehensive labor process got rid of the shackles of private generality, but fell into the rut of narrowness and sociality. Therefore, along with the development of commodity society, the development course of labor sociality is a history of labor alienation.

The social liberation of labor force provides reliable realistic basis for the liberation of labor, so the liberation process of labor force is the first dimension of labor liberation. Labor is the adjustment and control of material transformation between human and nature of practical ability, this ability is not only the human objective reality, the natural ability, and inseparable from the main body spirit can be fused by the power of labor, with labor from personal to social, human labor ability of forging and development with social relations, Marx once said: "Ownership is the domination of the labor of others." (Selected Works of Marx and Engels, Vol. 1, People's Publishing House, 2012, p. 163) That is, the ownership of means of production determines the ownership of labor force, and the question of who owns labor force becomes the core of labor force sociality. Although in the physiological sense, labor force is always directly owned by the laborer, the substantive ownership status of labor force is defined by labor force ownership. the essence of labor liberation is the social "transfer" that finally sublates the ownership of labor force, realizes the "personal ownership" of labor force, and thus obtains the "people-oriented" development direction. As the core of the social relations of labor force, the historical evolution of labor force ownership involves two dialectically opposite developmental logics, namely the realistic alienation logic and the potential liberation logic. the real development of labor ownership depends on the change of ownership of means of production. Just as in the primitive society, the means of production belong to the community collective, the laborer is personally attached to the community, and the corresponding labor force is owned by the collective, so the primitive community really occupies the ownership of labor force. In the slave society, the means of production belonged to the slave owner, and the laborer was physically attached to the slave owner, so the slave owner held the ownership of the labor force. In feudal society, the means of production were mainly owned by feudal lords, and a small amount by smallholders and handicraftsmen. Therefore, based on this, some laborers could obtain a certain space of independent labor and enjoy labor ownership within a certain range. Engels once described the working life of the workers in the feudal period as follows: "The workers spent their time happily in this way. Their material condition was much better than that of their descendants; They don't have to work too hard; they can work as much as they like and still earn what they need." (Selected Works of Marx and Engels, Vol. 1, People's Publishing House, 2012, p. 88) Therefore, laborers in feudal society were able to live a self-sufficient life based on small industries. In a capitalist society, the production data completely owned by capitalists, workers get rid of the feudal servitude of nothing at all to enter the market at the same time, through currency exchange of labor transfer to the capitalists, vital to the survival of the former for the latter to extract maximum labor, workers "like in the market sells his skin, Only a future --, let people to tanning" (second volume of the selection of Marx and Engels, the people's press, 2012), p. 168), therefore, the labor in the form of goods through the exchange of becoming essentially all others", namely labor all the capitalists and the peak of the alienation state ownership at this stage of labor. In the primary stage of socialist society, the ownership of means of production was dominated by public ownership, and various forms of ownership coexisted. This period was the transition period from labor ownership to labor individual ownership in the sense of "free union".

3. THE EXISTENTIAL SIGNIFICANCE OF LABOR AND THE RATIONAL CONNOTATION OF LABOR JUSTICE FROM THE THEORETICAL PERSPECTIVE OF MARX'S HISTORICAL MATERIALISM

In Marx's thought, labor replaces Aristotle's practice category, surpasses the pure economic connotation, and obtains the ontological value. Labor constitutes the basic mode of human existence. Man is not what he has always been, as a stone, but is constantly being, and is not. This generation of man is realized in the openness of his labor activities. According to Marx, labor is a purposeful and planned activity that produces change in the material world. In his earlier writings, he understood labor as a process of objectification; Through this process of objectification, Labour "becomes embodied ___ and becomes material existence in an object" (Marx: Manuscripts of Economics and Philosophy 1844, People's Publishing House 1975, p. 324). Later, he understood labor as an activity that human beings give form to matter and realize themselves in the world through this activity: "In the process of labor..... Human activity is a purposeful
material production activity planned with the help of labor tools to achieve the transformation of the world. This process ultimately produces the product which is later referred to as use-value natural substances can change their form to suit human needs. Labor has been combined in its products, forming a unity of concrete and abstract labor. " (Marx: Das Kapital, 1961, p. 180) This theory is usually deduced as the model of "productions". Through labor, "such as are musical ear, can feel the formal beauty in the eye, in short, those who are able to become a people to enjoy the feeling of, confirmed that he is the feeling of people's essential strength, only part of the developed, part produced" (Marx: "economic and philosophical manuscripts of 1844", people's publishing house, 2000, p. 87). This kind of activity which constantly surpasses human one-sided existence and limited existence has ontological value for human.

Through labor, people create a world for themselves to live in, thus making human existence possible. As a natural existence, human beings depend on other nature for their physical existence. However, human beings do not directly obtain survival materials from nature, and labor acts as a link between human beings and nature. Through labor, the original nature is transformed into humanized nature, which has become the material premise of human settlement. Labour produced not only cloth, linen, and silk, but also the social relations by which cloth and linen were produced. The division of labor and cooperation, the distribution and exchange of labor products reflects the material social relations between people, namely the relations of production. Relations of production form the basis of other human social relations. The sum of social relations constitutes human society, and man is the existence of society. Through labor, man makes himself what he is and exists in the human world composed of humanized nature and human society. Labor is the core content and development process of human life. Although it begins with human limitation, human will, passion, rationality, and ideal make labor have transcendence. This is what makes man a being between God and the beast. The existence of labor determines that it is reasonable to reflect on and standardize the value of justice on real labor.

(1) Justice and labor justice: connotation discrimination and definition

What is labor justice? Justice is a normative means by which people evaluate and deal with the relationship between people and mediate the conflicts of interest among members of society. Its essence is a concept of value norms. The reason why this value norm can bear the goal of stability and harmonious social relations lies in that it does not come from the special value pursuit of special individuals, but has logos basis. The original origin of the concept of justice provides us with this enlightenment.

Justice was originally a natural right, and its criterion was conformity with the universal order represented by Zeus. "This order gives a certain structure to both nature and society:. To be just (Dikaios) is to conduct one's actions and affairs according to this order., translated by Wan Junren et al., Contemporary China Press, 1996, pp. 19-20). To be just is to perform the duties that the universal order assigns to itself. This embodies the logographic basis of justice. This view of justice dominated Plato and Aristotle. Justice, in Plato's view, is that "every man must perform in the state the office best suited to his nature" (Ancient Greek) Plato, Republic, translated by Guo Bin et al., the Commercial Press, 1986, p. 154). Aristotle also believes that justice is to treat things according to their nature. Therefore, difference and inequality constitute the basic elements of his concept of justice, and slavery is just for him. For "it is useful and just for human beings to have a distinction between natural slaves and natural frees, the former as slaves and the latter as masters, each governed and subordinate according to his natural place" (Aristotle, Politics, translated by Wu Shoupeng, the Commercial Press, 1997, p. 18). Justice is to conform to the nature of things, to the duties laid down for them by the natural and social order, and to treat things in a manner consistent with their nature.

From this, we can reasonably define the connotation of labor justice. The first connotation of labor justice is that this kind of labor can be qualified for its ontological value to human beings, which is helpful to realize human existence and free and comprehensive development. Labor is the independent activity of human beings. Through labor, human beings not only realize the maintenance of physical life, but also realize the expansion and enrichment of life connotation. The second connotation of labor justice depends on its specific social relations. Different social relations have different basis of existence and value pursuit, which requires that labor in such social relations should conform to the requirements put forward by the social relations in order to be just. Labor justice embodies the new vision and new method created by Marx in the study of justice theory. It is the application of historical materialism in the concept of justice, and reflects the uniqueness of Marx's analysis of justice from the essential level of mode of production. The establishment of the capitalist mode of production has not really realized the freedom, equality, and human rights it advocates. On the contrary, the capitalist mode of production through economic coercion of the vast number of wage workers in a new slave status. Utopian socialists are full of anger towards this new form of slavery, and are full of righteous indignation at the miserable situation of laborers. They take justice as the yardstick and condemn all kinds of unreasonable phenomena morally. Through theoretical exploration, Marx established his methodology of studying the problem of justice, that is, taking historical materialism as the guidance and going deep into the realistic economic relations, which makes him different from all kinds of utopian socialists. It was at Rheinische Zeitung that Marx first witnessed the impact of the growth of capitalist private property on the poor in Germany. From an abstract view of justice, he dismisses German private property as "obscene materialism". "Wooden idols win, but men sacrifice" (Complete Works of Marx and Engels, Vol. 1, Beijing: People's Publishing House, 1956, p. 137). Through the investigation of the poverty of the
Moselle wine farmers, Marx began to doubt the Hegelian rational view of the state and questioned the practice of judging reality from the perspective of thought. By criticizing Hegel's philosophy of law, he initially solved the problem of ideological line, that is, a country is decided by civil society, so it should be analyzed from the perspective of civil society; the realistic civil society is woven by economic interests. Hegel's Principle of Philosophy of Right reflects the economic background of civil society. Through the critical analysis of the Principles of Philosophy of Right, Marx realized that only with the aid of political economy can civil society be dissected. This pointed out the general direction for his theoretical activities. Through the study and criticism of political economy, Marx further grasped the essence of capitalism in the real society, from which the problem becomes how to analyze the capitalist society. To correctly grasp the nature of the object of study, this requires a scientific starting point of research.

In 1844, Marx initially expounded the starting point of his research. National economics starts with the facts of private property. It treats private property as a naturally reasonable premise, without questioning whether such a premise is reasonable. Marx, on the other hand, started from all the premises of national economics, namely capital, labor and land, and revealed the great contradiction of economic facts with the logic of national economics: "The more wealth a worker produces, the greater the power and quantity of his products, the poorer he is. the more goods a worker produces, the cheaper he becomes. the value of the world of things increases in proportion to the value of the world of people." (Marx, Economic and Philosophical Manuscripts of 1844, People's Publishing House, 2000, p. 51). This contradiction overturns the rationality of the established premises of national economics. This prompted Marx to analyze deeply the roots of private property. Alienation of labor is the source of capitalist private ownership, and all kinds of alienation suffered by workers come from the alienation of labor. To criticize capitalist private ownership, we need to deeply analyze alienated labor. Archimedes's basic point of taking labor as capitalist mode of production was scientifically expounded in Marx's later economic research. In Das Kapital and its manuscript, Marx analyzes the capitalist mode of production from the two fields of production and circulation. In the realm of circulation, freedom, equality, property, and utility are expressed as "Bentham". However, the realm of circulation is only a realm of appearance. Circulation is not independent. Circulation first requires the existence of circulating elements: goods and money. Circulation itself cannot create the elements of circulation, the immediate existence of circulation is pure illusion. "Circulation is the surface phenomenon of a process going on behind circulation" (Complete Works of Marx and Engels, Vol. 30, People's Publishing House, 1995, p. 211). Behind circulation is production. "Let us, with the possessors of money and the possessors of Labour, leave this noisy, superficial, visible sphere, and follow them both into the hidden place of production with the sign on the door 'Out of public access'" (Marx: Das Kapital vol. 1, People's Publishing House, 2004, p. 204) the field of production is an essential field. To carry on the essential analysis to the capitalist mode of production must enter the production field. Labor is the core element of production, and it has a basic position in the capitalist mode of production. All slavery and exploitation of capitalism can be revealed through slavery and exploitation in the field of labor, which determines the essential position of labor justice in Marx's questioning of the value of capitalist society.

(2) Alienation of labor caused by capital logic and Marx's profound criticism

There are two dimensions of capital: one is the dimension of factor theory, that is, "capital as a factor of production"; the other is the dimension of production relations, that is, "capital as a social relation". In Marx's view, capital is the unity of production factors and social relations of production. Marx first defined capital from the perspective of things: "Labor accumulated as a means of new production is capital" (The Complete Works of Marx and Engels: Vol. 6 [M]. Beijing: People's Publishing House, 1961:486. However, Marx also believed that capital is not a simple thing, but reflects a very special and temporary mode of production and production relations in human history, and is the most extreme and insatiable mode of exploitation in human history. "Capital is not a thing, but a certain social relation of production belonging to a certain historical social form, which is embodied in an object and endows it with a unique social nature." (The Complete Works of Marx and Engels: Volume 25 [M]. Beijing: People's Publishing House, 2001:920.) According to Marx, the outward manifestation of capital is the factor of production; the intrinsic nature is a relation of production, a process of movement, a multiplication of value, an economic power, a means of exploitation, the primitive forms of the factors of production have "natural properties", which Marx called "natural forces". Only when factors of production are incorporated into social relations can they become capital. Capital, as the force of the relation of production, in the final analysis, must be controlled and used "natural force" to realistically become capital, and realize value appreciation while producing wealth (Lupinyue. Capital Logic and the Trend of Contemporary Chinese Social Structure [J]. Philosophical Studies, 2006, (12)). Capital's endless desire for money, "taking surplus labor as the condition of necessary labor, taking surplus value as the limit of object labor, namely value itself", drives wage labor to create surplus value with surplus labor time and realize value multiplication in addition to necessary labor time. To realize value proliferation and continuous expansion is the logic of capital. Marx pointed out in Das Kapital that capital has a strange logic. It has an "inherent law" that "all surplus Labour that mankind can provide belongs to it" (Das Kapital: Vol. 3 [M]. Beijing: People's Publishing House, 1975:447.) Capital did not invent surplus labor, but made the lust for surplus labor more infinite in nature. Therefore, the logic of capital naturally manifests itself as the continuous logical development and operation of capital realization process. Surplus value is transformed into
capital, which is continuously put into the social and economic system and makes itself gain value, thus realizing the continuous expansion of capital. The vitality of capital logic lies in the constant pursuit of maximum profit. If capital exists, capital logic will function and pursue profit maximization by hook or by hook. Capital is constantly increasing in value through competition, flow, and expansion. In the logic of capital, capital is like a "spiritual monster", not as a tool but as a means of exploitation of the relationship with workers; on the contrary, workers are subordinate to capital as passive and isolated appendages. As a result of "capital employing labor", the labor of the laborer, that is, the isolated labor as an individual, is denied, while capital becomes the dominant subject and the owner of the labor of others. Marx said: "this kind of realization of labor is manifested as the non-realization of workers, objectification is manifested as the loss and enslavement of objects, and possession is manifested as alienation and externalization."

(Marx. Economic and Philosophical Manuscript of 1844 [M]. Beijing: People's Publishing House, 2000.52) Under the logic of capital, labor is alienated, so that human development is strongly restricted by the power of capital. First, the logic of capital turns man into a tool tamed by capital. Capital to "force" unlimited development, the use of the machine is more and more widely, labor division increasingly refined, many complex technologies is broken down to very simple operation, the people lost their value will be subject to capital tools obey technology rational arrangement, and increasingly profound crisis in the aspect of social development. Second, the logic of capital makes people lose their freedom and self. the expansion of capital requires people to become more and more specialized, and the specialized division of labor restricts workers in a narrow development space. the overall development of people is hindered by the expansion of capital, and workers gradually become partial workers and lose their freedom and self. Laborers "do not affirm or deny themselves in their work; they do not feel happy but unhappy; they do not give free play to their physical and intellectual abilities, but suffer physical torture and mental destruction. Thus the worker is only at ease outside of work and not at ease in it. He is comfortable when he is not working, and uncomfortable when he is."

(Marx. [M]. Beijing: People's Publishing House, 2000.54) Third, under the logic of capital, labor relations are completely alienated. Capital has the right of control and command to the labor force itself. As a personified capital, capitalists supervise laborers to work with limited intensity. By entering into a voluntary contract, the worker must obey the capitalist's laws and submit to supervision. For capitalists and supervisors, fines and wage deductions were more advantageous, while for workers, de jure and de facto freedom disappeared (Song Xiren. Surplus Value production and labor ethics [J]. Journal of Xiangtan Normal University, 2000, (5.).

Marx said, "Once the labor subordinate to capital becomes cooperative labor, the function of management, supervision and regulation becomes the function of capital."

(complete works of Marx and Engels: 23 [M]. Beijing: people's publishing house, 1972:433.) this kind of alienation, externalization of labor, make workers produce not just as an alien, hostile power production object and behavior relationship, and produce a labor unfamiliar to, standing outside the labor of capitalist relations with the labor. This is the product and inevitable result of labor-capital relations under capital logic.

Marx's criticism of capitalist labor is different from the ethical criticism of utopian socialists out of moral indignation, but it is a profound exploration of labor relations in capitalist society. In his opinion, "In the relationship between capital and wage labor, the extreme alienation of labor, that is, the relationship between production activity and its own conditions and its own products, is an inevitable transition point."

(Marx, Engels. Marx and Engels: Complete Works, Vol. 30 [M]. Beijing: People's Publishing House, 1995. P. 5111) This turning point is the rediscovery of real Labour. Marx advocated overcoming alienated labor and respecting real labor. of course, respect for work is expressed in many ways. This is reflected above all in the confirmation of labor status. As the core proposition of socialism, respect for labor is to understand the status and function of labor and laborers from the height of the way of life and the nature of human beings.

Because of this, Marx's view of labor shows his respect for labor and laborers from the height of historical materialism. One of the fundamental differences between socialism and other social systems is that it advocates equal status in labor, while other social systems rely on the possession of means of production as the source, seemingly equal competition, but unequal. Labor is the basic activity for mankind to create material and spiritual wealth and the decisive force to promote social development. For example, in the capitalist society, "all commodities are equally manifested as social, undifferentiated labor general objectification" (Marx, Engels. the Complete Works of Marx and Engels, Vol. 31 [M]. Beijing: People's Publishing House, 1998. P. 361). This reflects that the value of goods depends on the condensation of labor, so "it is necessary to turn different labor itself into undifferentiated, the same, simple labor" (Marx, Engels. the complete Works of Marx and Engels, Vol. 31 [M]. Beijing: People's Publishing House, 1998. p. 422). At the same time, this transformation also reflects the characteristics of no difference between labor. From the point of no difference, all Labour is equal. This addresses the root cause of human equality. Although the bourgeoisie uses natural human rights to explain the root problem of equality: all men are created equal, because all men are equal before God, but this only shows the equality of natural rights, not the equality of social rights. In a sense, it even disguises social inequality with natural equality. Marx explained the basis of equality of human society with the undifferentiability of labor itself. Labor itself is not only man's natural ability but also the demonstration of his social ability, and the realization of natural rights and social status. In the work, everyone shows himself to the best of his ability, develops himself, and establishes interpersonal relationships. This is not only the equality in
labor, but also the existence root of reasonable difference. Equality is one of the banner held high by the bourgeoisie and also one of the main cultural values contributed by capitalism to the development of human society. As the sublation of capitalist society, socialism should continue to adhere to the principle of equality. However, socialist equality is not based on innate human rights, but on equal labor. Respect for all labor is the most basic socialist law of equality. Under socialist conditions, on the one hand, labor is equal and free in nature, on the other hand, there are differences in the quantity of labor, but this difference cannot cover up the equality of labor in nature. Equal and free labor is the premise of ensuring everyone's survival and development, as well as everyone's basic right. The value of equal and free labor for everyone should be respected and recognized, including the right of workers to be paid, and must be equally guaranteed. The worker (employee) is entitled to compensation for any work performed unless he or she does it voluntarily for free. Any pay remuneration and non-pay remuneration labor relations are equal and free labor relations. At the same time, respect for labor is not only a legal issue, but more generally a moral issue and a problem of values. Therefore, only from the core proposition level can the most general specification. No matter this kind of labor relationship takes place in family, factory or any other place, laborer (employee) and employer (unit or individual) should respect each other and recognize each other's labor value. Under socialist conditions, Labour is also the source of all freedom. Most labor before socialism was neither free nor equal. This is because the fruits of laborers' labor are taken over by the owners of the means of production, and the more they work, the poorer they become. In capitalist societies, for example, "the more wealth a worker produces, the greater the influence and scale of his production, the poorer he is. the more goods a worker produces, the cheaper he becomes. the appreciation of the world of things is in direct proportion to the depreciation of the world of men" (Marx, Engels. Collected Works of Marx and Engels, Volume I [M]. Beijing: People's Publishing House, 2009. p. 156). This is clearly unreasonable. There is no rational connection between workers and the enjoyment of the fruits of their Labour. Marx believed that the non-free labor of capitalism must be replaced by free labor. Marx said: "Wage labor, like slave labor and serf labor, is only a temporary and lowly form, destined to give way to voluntary union labor with excitement and pleasure. (Marx, Engels. Collected Works of Marx and Engels, Volume 3 [M]. Beijing: People's Publishing House, 2009. p. 12) Some people believe that capitalism experienced many social divisions after World War II, especially the white-collar of blue-collar workers, the emergence of a large middle class, and the shift from commodity exports to capital exports. Put some developed capitalist countries shift production to developing countries, through the predatory exploitation of the developing countries, in developing countries by exploitation and environmental damage, the working class for their benefit, create an illusion, caused a divergence: developed countries, the workers living situation seems to be getting better and better, the exploitation was destroyed. In fact, there are two kinds of poverty: absolute poverty and relative poverty. Although the living conditions and working environment of workers in these developed countries have been improved, relative poverty not only exists but even tends to expand, and capital still accounts for a large part of the distribution of labor products. Although some workers may own some shares, most of the shares are in the hands of capitalists. Gains through shares, high income, better and better life. After most of the shares are taken by large capital, the workers receive small or fractional payments. Although the developed capitalist society has generally eliminated absolute poverty, relative poverty cannot be overcome by capitalism as long as there is private ownership.

(3) the establishment of proletarian stand and the resolution of the paradox of labor justice: the reality and transcendence of Marx's labor justice

The application of historical materialism constitutes the uniqueness of Marx's concept of justice. However, historical materialism is not the same as positivism. While basing on reality, Marx still retains his own ideal and transcendence. His theory of labor justice reflects this characteristic, which is both realistic and transcendent. On the surface, Marx seems to oppose the leap from what is to what should be. But in fact, transcendence is like a hidden river, which is carried out in Marx's theoretical system. In the words of Strauss, his reality dimension is explicit instruction, which is easy to understand common sense, but the transcendental dimension is implicit instruction, which is hidden and needs to go behind the phenomenon. From the realistic point of view, Marx's labor justice reflects the contradiction of realistic justice demand, that is, justice leads to the confrontation between right and right. Capitalist wage labor has a duality, it is not only the general labor process, but also the process of value appreciation. Therefore, in the capitalist mode of production, labor should not only satisfy the just requirements of the capitalist relations of production, but also shoulder the responsibility of realizing the mode of human existence as a general labor process. However, these two requirements are contradictory in capitalist relations of production. From the perspective of realistic capitalist mode of production, just labor can only be productive labor. In the capitalist mode of production, the multiplication of capital constitutes the basis and purpose of the existence of other things, and the realization of value-added becomes the only criterion of justice in the capitalist mode of production. According to the relation to capital appreciation, labor is divided into productive labor and non-productive labor. In the capital relation, only the labor that produces surplus value is productive labor, and the labor that cannot produce surplus value is not productive labor, but non-productive labor. For example, when a singer gives an artistic performance for the capitalist himself, his Labour is unproductive, because he does not create surplus value; but if he is employed by the capitalist,
performs in his theatre, earns surplus value for the capitalist, then his Labour becomes productive. Only productive labor is just labor for capitalists.

Marx did not accuse capital of injustice when he analyzed the grasping of surplus value. "This situation is particularly fortunate for the buyer and by no means unfair for the seller" (Marx: Das Kapital, Vol. 1, People's Publishing House, 2004, p. 226). Marmax was able to reach this conclusion because of his research method. He does not measure reality directly with abstract principles. Instead, he bases himself on reality and makes what happens follow the rules of reality, the exchange relation between wage workers and capitalists follows the eternal laws of Commodity Exchange, the sale of labor, like the sale of any other commodity, realizes the exchange value of labor and transfers the use value of labor. "He can't have the former unless he delivers the latter. the use-value of social forms. It runs through human life and is not transferred by capitalist wage labor. Under the capitalist mode of production, labor in this sense runs through human life and is not transferred by the grasp of surplus value. "This situation is particularly fortunate for the buyer and by no means unfair for the seller" (Marx: Das Kapital, Vol. 1, People's Publishing House, 2004, p. 226). Marx's analysis is cold and chilling, but here he is completely true to the facts. "This content is just so long as it is compatible and consistent with the mode of production; As long as it contradicts the mode of production, it is unjust. Slavery is unjust based on the capitalist mode of production; It is also unjust to cheat on the quality of goods "(Complete Works of Marx and Engels, Vol. 25, People's Publishing House, 1974, p. 379). But starting from reality, we can also get another kind of justice demand, that is, the justice demand of hiring workers. Under the capitalist mode of production, although labor acquires the stipulation of capitalist relations of production, it does not completely cancel its own general stipulation, that is, as the stipulation of labor. Capitalist labor must first possess the abstract definition of labor as general before it can be further promoted to the concrete definition of capitalist wage labor. As simple and abstract labor, "it is a purposeful activity that produces and uses value, is the possession of natural objects to meet human needs, is the general condition of material transformation between man and nature, and is the eternal natural condition of human life. (Marx: Das Kapital, Vol. 1, People's Publishing House, 2004, p. 215), labor in this sense runs through human life and is not transferred by social forms. It constitutes the premise and basis of human history, the basis of the existence of the enlightened man. But wage labor is not competent for the ontological duty of labor. In Das Kapital, there are a lot of descriptions about the demeaning and harmful effects of wage labor: the harsh working environment without human dignity, the one-sided and deformed division of labor, the forced and repressed working process, and the result of not having enough to eat. It proved Marx's conclusion in 1844 with many facts and data: capitalist wage labor is alienated labor, which leads to the alienation of things, the alienation of labor, the alienation of nature and the alienation of human relations. Such labor cannot fulfill the duty of making man human. It is unjust.

4. GLOBAL LABOR GOVERNANCE: THE FORMULATION AND IMPLEMENTATION OF INTERNATIONAL LABOR STANDARDS TO OVERCOME THE REALITY OF GLOBAL LABOR INJUSTICE

There is still no accepted definition of governance and global governance. C. Offe regards governance as a kind of "empty signifier", while M. Hofbuss regards governance as an "empty signifier". Hofferberth regards the concept of global governance as a "floating signifier" and believes that it is unnecessary to give a single definition of global governance. In the literature, governance has at least four meanings, namely, a structure, process, mechanism, or strategy. In a general sense, governance can be properly defined as an interactive process of actors in which social and political stakeholders form, promote and achieve common goals through the exchange and utilization of rules and resources. Global governance is governing relationships across borders without a world government.

(1) Understanding and definition of the concept: "Global Labor Governance" or "Global Labor Governance" Global labor governance comes from Global labor governance or Global Governance of labor. There is a broad consensus on the translation of "global governance" in China. Since labor can refer to both "labor" and "labor" in English, there is also a term "global labor governance" in domestic academic circles. (6) This paper argues that global labor governance is neither the governance of labor nor the governance carried out entirely by labor, so it is more appropriate to translate it as "global labor governance". First, Labor is ungovernable. Governance aims to improve social welfare through the formulation and adjustment of rules to affect the incentives faced by actors. In general, governance does not seek to change the "preferences" of actors, or that these preferences are structural and difficult to change in the short term. Similarly, global labor governance is not aimed at "governing" labor, but at optimizing the working environment and rules faced by labor. This is just as economic governance is committed to regulating and adjusting economic rules and order, and thus affecting the behavior of economic participants. Next, labor and labor union are just one of the many actors that global labor management participates in. Global labor governance is typically characterized by voluntary initiatives of non-state actors (including trade unions, ngos, multinational corporations, civil society, etc.) and co-governance with state authority, not limited to workers' demands for and protection of their own rights and well-being. Therefore, labor in global labor governance can be understood as "labor rules", "industrial relations" or "labor relations" .

(2) the emergence logic of global labor governance: the process from formulation to implementation of international labor standards

The goal of global labor governance is to promote the effective compliance and implementation of international labor standards and establish a good labor relations order, in which all stakeholders achieve their own interests through communication, competition and cooperation. W. Streek and P. C. Schmitter summarized four forms of social order realization: community, association, market
Labor standards are "norms and guidelines governing the working environment and labor relations" or "guidelines governing the treatment of people in the working environment." Fields (G. S. Fields divides labor standards into two categories: one involves labor relations processes, such as the right to free association and collective bargaining; the other relates to Labour market outcomes, such as wage levels, minimum working ages, etc. It is sometimes necessary to distinguish between Labour standards and working conditions. Labor standards emphasize the rights and treatment that workers enjoy in law. As mandatory rules, the establishment of labor standards usually involves complex political game process. Working conditions reflect the observance and implementation of labor standards and emphasize the well-being and rights that workers enjoy. When we say that the labor standards of one country are higher than that of another or that they have been raised in one country, we are often comparing the differences in working conditions. (4) Determination of core Labour standards based on the basic conventions: the framework conditions under which other Labour standards can be effectively implemented. Due to differences in economic development and institutional endowment, workers in different countries may have different perceptions of which labor standard is more priority. Workers in the least developed countries may place greater emphasis on Labour market outcomes, while in more market-oriented countries the mobilization of trade unions and social movements relies more on Labour process standards. It should be noted that process standards are not a prerequisite for outcome standards, and the government may not be active in process-oriented standards.

While labor standards are influenced by political and economic factors, there are some labor standards that all countries need to uphold. the ILO's four core labor standards, in the form of eight basic conventions, include the right to free association and collective bargaining, the elimination of forced labor, non-discriminatory employment, and the avoidance of child labor. the OECD regards core Labour standards as a fundamental human right and a framework for the effective implementation of other Labour standards. In June 1998, the 86th International Labour Conference adopted the ILO Declaration on Fundamental Principles and Rights at Work and Its Follow-up Measures, which states that all member states have an obligation to respect, promote and achieve core Labour standards. A total of 139 countries have ratified all 8 basic conventions of the ILO, while 18 countries have ratified 7 basic Conventions. the reality that the system arranges from human existence and life practice comes to see, of sound and normative effective labor management is realized, the duty is heavy and the road is far.

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Cause Analysis and Countermeasure Research of Negative Image in Wushu Development

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Abstract: This paper adopts the method of literature, expert interview, intuitive investigation, logical analysis, etc., to investigate and study the negative image of Chinese martial arts. The results show that the main reasons for the negative image of Chinese wushu are as follows: the imperfect system, the imperfect supervision, the poor cognition of wushu by the general public, the existence of wushu in name and reality in schools, and the misinterpretation of wushu by mass media. Combined with the advantages and disadvantages in the development of wushu for thousands of years, this paper puts forward corresponding countermeasures and suggestions. So that Chinese martial arts in the future development of more and more standard, positive and steady development.

Keywords: Chinese martial arts; Negative image; Countermeasure research

1. INTRODUCTION
As the cultural deposit of the Chinese nation for thousands of years, wushu has influenced the cultural inheritance from generation to generation. Since the founding of New China, with the development of society and the stability of economy, wushu has undergone new changes in order to meet the new social needs in the new era. Chinese martial arts, as one of the representatives of Chinese traditional culture, is attracting more and more people's attention. Under the development background of cultural publicity, competitive competitions, training and other aspects, more and more people learn and accept Chinese martial arts. However, there have been various negative images in the development of Chinese martial arts for many years, which have seriously affected the development and inheritance of Chinese martial arts and caused a very bad influence. A large number of experts have also done a lot of research and discussion for this, wushu is making continuous progress and development, but the negative image of wushu still exists.

2. THE ORIGIN AND DEVELOPMENT OF WUSHU
2.1 Origin of Martial arts
Back in ancient times, the prototype of martial arts began in primitive society, where there were few people and the living environment was harsh. Under the promotion of natural laws, "natural selection, survival of the fittest". People gradually evolved into the fist kick, finger grasp palm strike, jump and roll, dodge and so on the most elementary offensive defense means. With the continuous progress of human civilization, the means of attack and defense with primitive tools gradually emerged. Such survival skills with bare hands or simple instruments were the earliest forms of wushu.

At the end of primitive society, conflicts between tribes became increasingly fierce. Tribal drills with choreographed soldiers armed with axes or shields were the first forms of martial arts. As tribal warfare escalates, experience in combat evolves into military skill, but it's a long process. According to legend, the Chiyou tribe in the Period of Yan and Huang advocated martial arts and had a bare-hand fighting skill -- Juedi is a bare-hand fighting form including hitting, kicking, throwing, hitting, taking and other methods. Juedi cannot only be used in combat, but also can be practiced in peacetime, which has a certain influence on the development of later confrontational projects.

2.2 The development of ancient Martial arts
After entering the class society, there was a leap-forward progress in productivity. The appearance of bronze products made the application of martial arts instruments more skillful and diverse. During the Spring and Autumn period and the Warring States period, there were frequent wars, and the demand for military skills became higher and higher. The basic fighting skills of wushu became more and more important, especially the skill of martial arts. At this time, martial arts has appeared strategic tactics, attack, defense, counterattack, feint and so on. The development of martial arts in the Han Dynasty was more and more rapid. Martial arts were not only military skills in war, but also set movements such as sword dance, sword dance and duopoly. The rulers attached importance to the military benefits brought by martial arts. In addition, in the Han Dynasty, pictographic martial arts, such as Wuqinxi, appeared among the folk for the purpose of physical fitness, which was not only ornamental but also physical fitness, which was another development route of martial arts.

The Tang Dynasty began to carry out "martial arts system", it can be seen that at this time martial arts has become an indispensible part of the society. and there also appeared a wushu training organization to promote the development of wushu -- Shaolin Temple, up to today, shaolin temple is still in wushu, wushu, wushu. During the Song Dynasty, wars took place frequently, and many martial arts organizations appeared among the people. The development of martial arts in rural and remote areas was more inclined to be practical, and daily martial arts were practiced in order to protect themselves. While the city street shows a tendency to routine performance, evolved into a survival skill.

In the Yuan Dynasty, the ethnic conflicts were serious, and the Mongol rulers banned the spread of wushu among the folk. Wushu organizations were suppressed and the development of wushu was severely restricted. In the
Ming Dynasty, Zhu Yuanzhang advocated the practice of both martial arts and martial arts, which ushered in an unprecedented development. A large number of different schools and different styles of martial arts emerged. During this period, the way of wushu inheritance also changed from word of mouth to the spread of written materials, which provided a lot of valuable materials for wushu inheritance in the future.

2.3 Development of modern Martial arts
In the Qing Dynasty, the rulers restricted wushu in order to maintain their dominant position. Second, during the period from the end of Qing Dynasty to the Republic of China, the use of firearms suppressed the attack and defense of wushu, thus making the fitness of wushu more prominent.

Since the Opium War, China was in a turbulent situation with constant wars and the weak and incompetent Qing government, which had a negative impact on Chinese martial arts to a certain extent. After the Revolution of 1911, various martial arts groups were established one after another, with the concept of "strengthening the species and making the country strong", which made the martial arts get great development. After that, various national wushu competitions were held to select talents and train the army.

After the founding of new China, wushu existed as a part of traditional national sports, but its functions were different in different periods. In order to adapt to the development of the new era, the traditional martial arts gradually lost the essence of attack and defense, and turned to the direction of fitness, self-cultivation and self-cultivation. At the same time, a new form of martial arts, competitive martial arts, emerged. The appearance of competitive martial arts has further promoted martial arts in the folk.

3. NEGATIVE IMAGE IN THE DEVELOPMENT OF CONTEMPORARY WUSHU
After thousands of years of development and inheritance, the cultural heritage contained in wushu is immeasurable. The rich schools and variety of wushu culture make people's understanding of wushu more diverse and complex. Martial arts therefore covered with a layer of mysterious veil, waiting for the later excavation, exploration. Bad practitioners profit driven by heart, in order to maximize the interests of, without using no mount guard qualifications of coaches and professional training of the staff, make the martial arts training institutions is more and more for the chaos of the market, and the rapid expansion of training students to use various coxcombical false marketing means, lead to public recognition and favorable to the martial arts. What's more, some bad "Internet celebrities" cheat and fight with the help of people's ignorance of martial arts, which has brought a great negative image to martial arts, making martial arts gradually go downhill in the inheritance and development process at the present stage, seriously affecting the development and inheritance of martial arts.

3.1 Fake masters collect money from their apprentices
After the Event of Lei Gong and Xu Xiaodong in 2017, the martial arts circle once again woke up. Xu Xiaodong "declared war" on traditional martial arts under the banner of fighting counterfeits. This event reflected the existence of fake masters of Chinese martial arts.

Nowadays, there are martial arts schools, martial arts schools and other places to teach martial arts all over the country, but some of them take their long time of practicing martial arts as the capital, private contact with students in the recruitment process, private enrollment, charging extra tuition and other undesirable phenomena. As a matter of fact, I have no real talent and knowledge, and even cannot explain the essence of some martial arts, so I only teach some basic skills, such as soft skill and pile skill. Among them, some training institutions take advantage of the overall environment of national fitness and only carry out the marketing mode of collecting money, so that many martial arts practitioners did not learn the real thing, which cost money, time and effort, and created a great negative image of Chinese martial arts.

3.2 Illegal gain by force
On TV, we often see fights between gangs, fighting happily for certain interests, which is to gather people together and fight for profits. In real life, there are also group fights, private fights and other phenomena. Using the competitive nature of martial arts to engage in illegal and criminal activities. Such as: often in the network media to see a certain place when many people involved in fighting, causing several people seriously injured; Or someone was bullied by someone else and they took revenge and they died or something like that. Nowadays, some bad groups will also secretly gather people to fight for some interests and disturb social order. For example, XX violated boss X, who was so angry that he found a dozen thugs to teach him a lesson and then made threatening remarks. Because of the interests of the group conflict, this kind of group fighting is endless. This kind of phenomenon of gathering people by martial arts and striving for power and profit not only discredited Chinese martial arts, but also seriously affected social security and people's life, resulting in bad influence.

3.3 Wushu fraud and competition fraud
Since the "fighting madman" Xu Xiaodong and Lei Gong's counterfeiting incident in 2017, the martial arts circle and people from all walks of life began to re-examine the traditional Chinese martial arts. Xu Xiaodong has fought two rounds, tai chi master Lei Gong and Wing Chun master Ding Jie. Of course, the two masters were knocked on their back, especially Tai chi master Lei Lei was KO in less than ten seconds, which is really inexplicable. What is more funny is that Lei Gong said after being knocked down: "I did not use internal force. " in this case.

With the development of social economy, more commercial competitions emerge one after another. In order to maximize profits, such wushu competitions distort the true meaning of wushu competitions by using shady means, unfair judging and ruling, cheating the audience and disrespecting the contestants, which greatly reduces people's goodwill towards wushu.
4. ANALYSIS OF THE CAUSES OF NEGATIVE IMAGES IN THE DEVELOPMENT OF CONTEMPORARY MARTIAL ARTS

4.1 Imperfect system
Since the development of wushu, the defects in the system have always existed, and the chaos of Wushu has a long history, which has seriously affected the healthy development of Chinese wushu. Due to the occurrence of fake masters, fake wushu, and fake certificates, the General Administration of Sport of China issued the notice of "Opinions on Further Strengthening the Supervision and Administration of Wushu Competitions" in order to standardize the public security and rectify the chaos in Wushu and promote the sustainable and healthy development of Chinese wushu. Mr. Lanshi gave a fair assessment of the root cause of the chaos in the wuxia system in the interview.

Most of the association had a chaotic relationship with the so-called masters, sought personal gains by taking advantage of their power, and conducted illegal activities such as obtaining licenses and buying licenses. For example, the existence of the duan rank system led to the emergence of a large number of so-called high duan rank martial arts masters. Some people in order to test section, in order to fame to the Martial arts association plug money, to get a paper certificate, confused everyone, disturb the martial arts; in recent decades, the abnormal development of competitive martial arts has brought serious adverse effects on the real connotation and profound traditional Chinese martial arts, and gradually led Chinese martial arts astray. the appearance of the division system of "supporting equipment" of competitive martial arts has brought the impact of commercialization and vulgarization to martial arts. the originators behind these events are supported by the martial arts association system.

4.2 Inadequate supervision
Of course, it is not only the responsibility of the wuxia system, but also the wulin people, which is also the problem of wulin itself. For a long time, the emergence of "fake masters", "fake wushu" and "fake certificates" has gradually exposed the unsound supervision system of today's Martial arts. Since the competition between Xu Xiaodong and Lei Gong, we have clearly realized the disadvantages of wulin supervision. the supervision system and wulin circle need to be cleaned up urgently. Mr. Lanshi said: "The Wulin circle is not the age of savage growth, so the policy, guidance, management level...... That's what we have to monitor and criticize."  

4.3 The general public has insufficient knowledge of martial arts
Since Chinese martial arts have a history of thousands of years, it can be said that since the beginning of human beings on the land of China, martial arts has been in existence and thus has a profound cultural heritage. After the development of more than two thousand years of feudal society, the foolish policies of each dynasty and each generation, even more martial arts covered with a layer of difficult to wipe away the mysterious veil. Because of these reasons, some malicious "Wulin masters" carry forward the legend of martial arts; for example, taiji master Wang Zhanhai paid off rugby players and pushed them to the ground. In some movies and TV plays, internal forces, qigong and special effects made wushu a myth, which made the public have a deeper misunderstanding of wushu and do not understand wushu. So few people to question, no one to explore, study the connotation of Chinese martial arts. Once someone says he is a master, how many papers published, how much research, there will be someone blindly follow the trend, rashly believe; on the contrary, in the current context, once someone mentions negative news about martial arts, there will also be people who blindly follow it without thinking and without their own understanding of martial arts, which is a lack of understanding of martial arts.

4.4 Misinterpretation of wushu caused by mass media propaganda
Martial arts is the treasure house of Chinese film and television art. For many years, Chinese martial arts plays and literature have taken on the responsibility of shaping the image of martial arts and spreading martial arts culture. Although the use of mass media in today's society to spread martial arts, is the most direct, the most convenient method. Over the years, Martial arts plays such as Jin Yong and Gu Long have deeply influenced the generations after 70, 80 and 90 generations, making everyone have a "martial arts dream". Today, people's impression of martial arts is always that they can climb on the wall and do anything in heaven and earth. Some people even say whether they can cultivate Taoism and become immortals.

According to the investigation of the research group on the education reform and development of martial arts in schools, it was found that the martial arts in the minds of most students are only the flying on the wall, the universe moving, the dragon 18 palm, such as the Buddha palm, etc., which has a great deviation from the martial arts in reality, the martial arts in the film itself are artistic martial arts, which are innovative in order to enhance the appreciation and sustainability. However, several generations of people, including students, are misled by the film because they do not understand it. Moreover, some businessmen who only want to make money to cater to the audience make the real martial arts beyond recognition. Rather than promoting the development of wushu, mass media deeply misread the connotation of wushu.

4.5 The imperfection of wushu inheritance system
The inheritance of Chinese wushu has a history of thousands of years. In the historical development of wushu, a large number of schools and different inheritance methods have emerged in the field of wushu. In the development of wushu, the system of wushu inheritance tends to be imperfect due to the influence of different families, different schools and inheritance methods. The inheritance method derived from traditional solidified ideas, which is passed on to male rather than female, has greatly affected the inheritance and development of some martial arts events. the non-recognition of other schools of martial arts also makes people unable to realize the importance of innovation and inheritance.
5. COUNTERMEASURES TO ELIMINATE THE NEGATIVE IMAGE OF CONTEMPORARY MARTIAL ARTS

5.1 Hold events and complete the competition system
We should fully master the basic attributes of wushu and study a set of competition system, especially the standards and methods of competition, which are in line with the development of wushu itself. The competition should not only reflect the characteristics of martial arts, training methods, but also be simple and easy to meet the participation of the majority of martial arts fans. and set up more awards to encourage people to participate in martial arts. Regularly hold different levels of competitions to meet friends, so that people can see martial arts every day, get influenced by martial arts, so as to improve the interest and attention of martial arts.

5.2 Strengthen supervision of wushu actual combat competitions
At present, the most popular martial arts practice is the Kunlun Final, MMA and so on. For these competitions full of fighting, supervision should be strengthened, such as fake boxing, "black cut" should be strengthened management, sanctions, and a quiet environment in the martial arts community, so that wushu can get rid of fake negative image. In addition, we must resolutely stop private brawling. Private brawling is not only a hidden danger of social security, but also a smear on martial arts, which makes martial arts bear the name of armed brawling. Therefore, it is necessary to strengthen supervision and establish supervision system.

5.3 Vigorously investigate the positioning of wushu in the hearts of the general public and make corresponding countermeasures
With the development and progress of the society, taekwondo, karate, boxing, sanda, vw's project became more popular, why will appear this kind of phenomenon, worthy of our thought by comparison, taekwondo, karate, boxing, sanda, such as easy to learn, and can be accelerated, more important is to have a certain aggression, and the attack action is very obvious and direct, the training method is also simple. In particular, taekwondo, there are more scientific section examination, promotion after there are different belts, which adds a sense of honor, very popular. However, Chinese wushu is different. Not only are the routines complicated and difficult to learn, and the offensive movements are not obvious, but more importantly, the process is very tiring. In today's society, many people can't bear hardships and have no time to practice wushu because of the heavy work pressure. To sum up, wushu should focus on developing different attack and defense movements according to people of different ages, which is easy to understand. In the section system, add some more obvious grade proof, rather than a piece of paper.

5.4 Make full use of the role of mass media to strengthen publicity
Today's society is a media-oriented era, so we should make full use of mass media to spread, such as the Internet, newspapers, magazines, micro-blogs, etc., to vigorously promote. Especially in some authoritative newspapers, websites, etc., set up martial arts columns, repeated publicity reports, to attract people's attention. To propagandize process untrue, exaggerated and other phenomena resolutely stop. We can also carry out positive publicity in large-scale activities, such as the Universiade, Olympic Games, international film festival, World Expo, etc., to fully promote wushu, so that people know wushu, understand wushu, approach wushu.

5.5 Cultivate inheritors and strengthen promotion
The inheritance and development of culture need carriers, especially the development and inheritance of wushu culture. We should often send some professors with martial arts and cultural background to teach martial arts techniques, culture and ideas to train successors to inherit and develop martial arts. Only in this way can the real martial arts spread, and at the same time play a promotion role, let people know martial arts, accept martial arts.

6. CONCLUSION
In the past century, wushu has been developing rapidly. Although some achievements have been made, Chinese wushu, as one of the important representatives of Chinese traditional culture, has obviously lost its original characteristics under the impact of various foreign abnormal conditions, and has fallen into a lost road. In addition, the continuous appearance of "fake image" in China has brought a huge impact on wushu, and it is difficult to develop sustainably. How to get rid of the negative image of wushu and how to develop continuously has become a required course for Chinese people nowadays. We must take some measures to better shape the image of Chinese martial arts by adopting different strategies in various fields and aiming at different problems. Mr. Gao Xiaojun, the director of the National Wushu Management Center, put forward: Go all out to complete the three tasks, polishing the three brands (Wushu management center, Wushu Research Institute, wushu Association) and build three teams (wushu management and staff team, wushu research team, wushu celebrities, experts and masters team); the development of martial arts from education, society, competition fully publicity development; Only in this way can martial arts really get rid of the negative image, truly enter people's life, and can continue to develop.

REFERENCES
Construction and Analysis of the Trinity Teaching System of Higher Vocational Mathematics Based on Innovative Talent Training

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Abstract: Under the development and change of the Times, China constantly carries out a new educational concept, strengthens the innovation of education and teaching work, and promotes the development of education work in multiple directions. This paper fully discusses the higher vocational mathematics teaching system, and first briefly expounds the practical significance of constructing the higher vocational mathematics teaching system. Then the main teaching status of higher vocational mathematics is analyzed. Finally, focusing on the three aspects of mathematical culture, mathematical modeling and mathematical system, the paper focuses on the construction of the "trinity" teaching system of higher vocational mathematics under the training of innovative talents, thus actively implementing the education policy and providing full reference for teachers.

Key words: Innovative Talents; Higher Vocational Mathematics; Teaching System

1. INTRODUCTION
With the rapid development of China's education industry, we will constantly build efficient talent training methods, conduct in-depth analysis of relevant disciplines, and fully explore the main value of basic disciplines. At present, in the process of talent training, China gradually attaches great importance to innovative talents, and actively gives full play to the advantages of talent, which can effectively promote the construction and development of China's society. Among them, in the process of mathematics construction in higher vocational colleges, teachers are required to clarify the content of teaching reform, determine the direction of teaching development, fully highlight the value of mathematics, and actively build the "trinity" teaching system, highlight the practical role of mathematics, and lay a solid foundation for talent training.

2. PRACTICAL SIGNIFICANCE OF CONSTRUCTING THE MATHEMATICS TEACHING SYSTEM IN HIGHER VOCATIONAL COLLEGES
Under the social development in our country, strengthen the construction of innovative society, in the process of the application of talents, among them, universities are the main place of talent training, should give full play to the guiding role of colleges and universities, strengthen college education innovation, on the basis of course teaching, strengthen the modernization system construction, and gradually optimize the education mode. Higher vocational mathematics is one of the basic disciplines, which needs to attract the wide attention of teachers, strengthen the attention to mathematics teaching, and fully show the core value of mathematics. Thus in the process of higher vocational mathematics teaching, teachers should effectively use innovation, innovation ideas into higher vocational mathematics teaching system, improve the teaching content, can effectively ensure that clear teaching content, convenient for students to quickly grasp the knowledge, and to its flexible application, realize the main purpose of talent training. At the same time, in the process of talent training, teachers should start from the perspective of students, based on the development of education, constantly strengthen their innovative spirit, improve students' independence, enhance their learning ability, and promote them to better carry out relevant work in the future work. Under the construction of mathematical system, it helps to ensure the standardization of teaching content, strengthen the awareness of teaching innovation, and effectively implement the education concept. In addition, the construction of higher vocational mathematics teaching system is of great help to teachers to carry out teaching work, prompting teachers to clear specific teaching plans, according to relevant requirements and system standards, is helpful to improve the overall teaching efficiency and quality, and constantly improve the overall teaching level. And make the teachers accumulate mathematics teaching experience in the practical teaching, so that they can improve and optimize the higher vocational mathematics teaching system, fully show the advantages of teaching innovation, highlight the actual value of the teaching system, and strengthen the construction of mathematics teaching. Under the training of innovative talents, we will actively solve the mathematics teaching problem of higher vocational colleges. And requires students to master the mathematical theory, prompting students to quickly adapt to the social development trend, use the teaching system to cultivate students 'good mode of thinking, and constantly tap students' own potential, help to promote the stable development of students, provide greater power for its future life and work, so as to reflect the overall advantage of education.

3. MAIN TEACHING STATUS OF HIGHER VOCATIONAL MATHEMATICS
Mathematics is a regular subject in higher vocational
teaching and the main content of students' learning. In higher vocational mathematics, for different majors, it contains relatively many contents, usually including economic mathematics, applied mathematics, etc. At the same time, higher vocational mathematics can also be divided into linear algebra, probability theory, calculus, etc., and different professional content contains different mathematical knowledge. Therefore, in the process of higher vocational mathematics teaching, it should be reasonably divided according to the majors, and under the social development of China, the higher vocational mathematics teaching content should be constantly adjusted and gradually optimize the teaching mode. Especially in recent years, with the emergence of China's information age, information technology is integrated into the teaching mode, forming a complete teaching system, clarifying the direction and goal of higher vocational mathematics teaching, which can effectively provide students with good educational services for them. At the same time, in the process of higher vocational teaching, we also constantly introduce new educational concepts to improve students' professional skills, cultivate students' ability from many aspects, so that they can master the basic knowledge and learning methods, under the teaching of higher vocational mathematics, to strengthen students' ability of understanding and innovation. In addition, in the current process of mathematics teaching in higher vocational colleges, the teaching methods are constantly improved, fully conforming to the development trend of education reform, and implementing the relevant education policies. In the new era, mathematics is gradually connected with related industries, highlight the overall value of mathematics, make appropriate adjustments to higher vocational mathematics education, make full use of resource advantages, improve the teaching quality, and have great advantages for the development of students.

However, in the actual teaching process of higher vocational mathematics, there are still a series of problems, which cannot achieve the ideal teaching effect and affect the efficiency of higher vocational mathematics teaching. At present, under the development of innovative strategy, higher vocational colleges have failed to introduce new ideas, the training of innovative talents is relatively small, the lack of a complete teaching system, and higher vocational colleges have failed to carry out comprehensive innovation in mathematics teaching \[^2\]. Under the mathematics education, its development time is relatively long, in the history of mathematics culture, teachers failed to fully explore corresponding culture, do not understand the actual content of mathematics, failed to effectively combine mathematics culture and related culture, lead to the strength of mathematics play is small, it is difficult to show the advantage of mathematics application. Moreover, teachers fail to make reasonable use of mathematical elements, so that resources are wasted, which is not conducive to better teaching work and reduce the quality of higher vocational mathematics teaching. At the same time, in the process of mathematics teaching, modeling is also more important, which helps to form a good teaching system, and makes students have a more direct understanding of mathematical theory knowledge. However, the failure of teachers to adopt reasonable techniques and the lack of in-depth mathematical research leads to a relatively poor mathematical modeling effect. When teachers carry out their teaching work, they fail to carry out mathematical activities according to their mathematical theoretical knowledge, resulting in the gradual decline of the teaching efficiency of higher vocational mathematics, and the teaching system is not yet perfect, which affects the overall teaching effect. In addition, in the process of building the mathematics teaching system in higher vocational colleges, teachers fail to arrange the teaching content reasonably, and the mathematics teaching content is relatively scattered, which is not conducive to students to effectively remember the knowledge points. In addition, the quality of teachers is relatively low, the overall professional level has not meet the prescribed standards of education, and teachers lack good professionalism, which leads to the decline of the quality of teaching work, which affects the smooth development of mathematics teaching in higher vocational colleges.

4. SPECIFIC CONTENT OF THE CONSTRUCTION OF THE "TRINITY" TEACHING SYSTEM OF HIGHER VOCATIONAL MATHEMATICS UNDER THE TRAINING OF INNOVATIVE TALENTS

4.1 Mathematical culture

4.1.1 Enhance the mathematics education function

Under the strategy of innovative talent training, higher vocational colleges are required to actively implement the strategic policy, implement the education reform mechanism, fully realize the innovation training of talents, strengthen the students' comprehensive ability, and improve their own innovation consciousness and innovation level. In the process of higher vocational mathematics teaching, we should actively build the "trinity" teaching system, clarify the specific teaching objectives, and improve the system content according to the educational standards. Among them, under the higher vocational mathematics education, it contains more cultural content, and teachers should actively integrate the mathematics culture and ideological and political ideas, and optimize the content of the teaching system. At the ideological and political level, we should actively carry out teaching work, use the concept of efficient education, enrich the content of mathematics culture, provide a good guidance basis for the development of higher vocational mathematics teaching work, and gradually strengthen the interaction and integration of mathematics culture. Therefore, in the process of building the system, teachers should fully show the value of mathematical culture, and use its leading role to educate students. Moreover, under the basic mathematics teaching, students can be effectively trained into different types of talents, so that they can have rich knowledge and innovation ability. Under the education of mathematics culture, the function of mathematical education is constantly enhanced, so that students can fully understand the practical role of mathematics application, gradually realize the importance.
of mathematics learning, and help to improve students' concentration and make them more invested in mathematics learning, and help to improve students' ideological and political content to students, popularize relevant political ideas, to ensure that students in the process of mathematics learning, their thoughts can also be changed accordingly, so as to ensure that students receive good education.

4.1.2 Strengthen teaching development and education. Mathematics has been developed for a relatively long time. In ancient China, there were mathematics subjects, and its achievements were relatively brilliant. After a period of time, the development of mathematics has gradually declined. Therefore, with the development of Chinese society, we constantly study mathematics, strengthen mathematics education, and strengthen the inheritance of mathematics development. And under the traditional mathematics teaching, its effective innovation, the launch of a new teaching methods, to promote them to fully conform to the development requirements of the Times, and cultivate students' good mathematical thinking. Under the construction of the "trinity" teaching system, reasonably plan the content of the system, the introduction of the traditional mathematics teaching development cultural concept, effectively improve the students' cultural confidence, and promote them to have a good national pride. Therefore, in the process of system formulation, teachers should start from the perspective of students, ask students to master the development history of mathematics, to fully grasp the development of mathematics, clear the practical significance of the development of mathematics, help students to reasonably use mathematics content, play the value of mathematical theory knowledge, encourage students to better carry out related work, also has certain help to students' daily life. At the same time, under the development of mathematical science, more scientific and technological content can be effectively created, and science and technology have a great correlation to mathematics. In the field of mathematics, calculus, mathematical statistics, linear algebra, etc., can constitute a complete mathematical system. In practical teaching, teachers can introduce the history of mathematics development to students, so that students can fully understand the development trend of mathematics in ancient, modern and foreign countries in China, and use mathematics concepts and basic theorems, and clarify the relevant laws in mathematics theory, so as to effectively provide a solid foundation for the development of mathematics teaching.

4.1.3 Actively use the mathematical elements. Under the establishment of the mathematics teaching system in higher vocational colleges, we should fully follow the principle of cultivating innovative talents, improve the teaching system on this basis, reasonably construct the corresponding content, give full play to the practical role of the mathematics teaching system, and play an important role in the development of the teaching work. In the process of formulating the teaching system, teachers should adhere to the rigorous and meticulous concept, and constantly improve the teaching methods, so as to achieve the effect of excellence, ensure that the teaching methods and education system meet the educational needs of students, and meet the basic standards of China's education in line. In the process of system construction, teachers should actively use the mathematical elements, continue to effectively publicize the mathematical culture, and carry forward China's excellent culture. In the process of talent training, higher vocational colleges should pay full attention to the role of mathematics, improve the application efficiency of mathematics, gradually enhance students' practical ability, and ensure that they have good logical thinking, which is of great help to the development of students. At the same time, under the guidance of the "trinity" theory, in order to form the corresponding teaching system, teachers according to the system content of teaching work, effectively improve the overall teaching efficiency, ensure the mathematics teaching quality within the standard stipulated in our country, help to promote the orderly development of mathematics teaching in higher vocational colleges, promote the good development of higher vocational colleges.

4.2 Mathematical modeling. 4.2.1 Strengthen the application of information technology. In the process of higher vocational mathematics teaching, teachers should comprehensively optimize and improve the teaching method, in order to conform to the basic requirements of China's education, increase the construction of the mathematics teaching system, and provide a good reference for the teaching work. Among them, mathematical modeling is one of the teaching system, has great help to teaching work, through mathematical modeling can effectively let students intuitively understand the practical meaning of mathematical theory, facilitate students' rapid understanding of mathematical knowledge, ensure that the application of mathematical knowledge, improve the overall teaching efficiency, enhance the students' mathematical ability. Mathematical modeling is to assume the relevant theory based on the problem solving, and to simplify the content of the problem, and to use the mathematical language and formula to establish the corresponding mode. Under the application of information software, the model is accurately solved, and the solution results are used to improve the accuracy of the results. At the same time, in the information age, higher vocational colleges should actively introduce information technology, constantly strengthen the application of technology, use advanced software to model mathematics, form a virtual model, and facilitate students to learn efficiently. In addition, under the use of information technology, it can effectively target the mathematics content and students' mastery of knowledge points, make reasonable design for students, form a complete teaching plan, and fully provide convenience for teachers to carry out mathematics teaching. Under the application of the information platform, the teachers can use the information technology to record the students' learning situation in detail, and
conduct an in-depth analysis, understand the actual situation of the students, so as to make appropriate changes in the teaching methods, so as to achieve the purpose of optimizing the teaching system.

4.2.2 Strengthening mathematical modeling research
Mathematical modeling is one of the main ways in the current higher vocational mathematics teaching. In the process of establishing the "trinity" teaching system, mathematical modeling is also an important content of the system. Therefore, teachers should pay attention to teaching modeling, constantly strengthen mathematical modeling research, understand the actual situation of mathematical modeling, gradually strengthen the use of information software, master the teaching effect achieved by mathematical modeling, and the corresponding influencing factors in the modeling process. Through the comprehensive analysis of various factors, a complete mathematical model can be effectively formed to improve the students' understanding [8]. Moreover, in the application process of mathematical modeling, teachers can fully cultivate students' exploration spirit, promote them to study mathematical modeling in detail combined with specific mathematical knowledge, and gradually strengthen the application of mathematical modeling. Teachers can use the way to show the students of mathematical modeling to solve practical problems, ensure that the students in the process of learning good modeling thinking, help students quickly master mathematical theory, and effectively understand the important and difficult content, constantly improve the students' learning quality, fully strengthen the students' innovation consciousness, improve its innovation ability. In the mathematical modeling, students can learn independently according to the mathematical content, cultivate students' independence, so that they can adapt to the working environment faster in the future work, which is of great help to the development of students. Under the application of mathematical modeling, the teaching system is gradually improved, so that the system content can be reasonably applied, enhance the operation efficiency of the system, further promote the normal development of teaching work, promote higher vocational colleges to achieve a good mathematics teaching effect, and highlight the characteristics of the "trinity" teaching system.

4.2.3 Carry out mathematical modeling activities
In the process of establishing higher vocational mathematics teaching system, should also be actively improve teaching activities, through practical activities to drive students' interest, make the initiative to participate in mathematics research, master mathematics basic methods, a comprehensive understanding of mathematics knowledge content, help enhance students' memory of mathematics knowledge, and its skilled application, in order to solve related problems in life. In the process of conducting teaching activities, teachers can make full use of the mathematical modeling methods, strengthen the modeling training for students, and promote them to model reasonably according to the mathematical content. And through the research and analysis of the model, master the basic content of mathematics, clarify the basic concept of mathematics, and understand the core content of mathematics. At the same time, higher vocational colleges can carry out math competitions, set up different math topics according to different majors, and test the students. In addition, colleges and universities can also set up the corresponding rewards, for the ranking of the activity of the students to reward, to encourage, to help to mobilize the enthusiasm of students. Make it more focused in daily learning, in-depth analysis of mathematical knowledge, and constantly change the use of theoretical knowledge, improve students' innovative ideas, require students in the process of mathematical modeling, actively expand the problem-solving ideas, adopt different problem-solving methods, will help to achieve the goal of innovative talent training.

4.3 Mathematical system
4.3.1 Strengthen mathematical integration
In the process of higher vocational mathematics teaching, in order to meet the requirements of innovative talent training, higher vocational colleges should build a complete "trinity" teaching system. And in the process of teaching reform, the system content is gradually optimized, which can fully show the good teaching results. In the process of building the teaching system, teachers should fully integrate the mathematical content, constantly strengthen the comprehensive application of mathematical culture, mathematical modeling and theoretical concepts, and effectively integrate all kinds of content, so as to achieve a good training effect [8]. In the actual teaching process, teachers should conduct an effective analysis of students, understand the main characteristics of students, clarify the situation that students master mathematics knowledge, and reasonably explore the characteristics of higher vocational mathematics teaching, and master the specific laws of mathematics knowledge. Therefore, the author continues to explain the relevant knowledge content to the students, enhance the students' understanding of the mathematical culture and modeling methods, and make the students accept a good influence. at the same time, In the Construction of Teaching System of Higher Vocational Colleges, Courses should also be offered according to the importance of mathematical culture and modeling methods, It can effectively allow students to systematically learn about the relevant content, Help to provide good help in developing math courses, Can fully make up for the shortcomings of basic knowledge, Strengthen the overall quality of students, Promote its ability to gradually understand the content of the mathematical system, Improve the students' math level, Develop the correct mathematical thinking, To ensure that students can make a reasonable application of the knowledge content, And to solve the related problems in life and work, Show the role of higher vocational mathematics teaching, In order to achieve the educational goal of higher vocational colleges.

4.3.2 Improve the quality of the teacher team
In the process of the "trinity" teaching system construction, the quality of the teacher team is directly related to the implementation efficiency of the teaching system.
the system construction, teachers are required to carry out the teaching work in a reasonable way according to the specific content, so that teachers are the implementers of the system construction. In the teaching process of teachers, it can effectively reflect the overall effect of the teaching system, which is convenient for higher vocational colleges to make a corresponding improvement in the teaching system. Therefore, in the process of establishing the mathematics teaching system in higher vocational colleges, higher vocational colleges should strengthen the attention to the teachers, constantly introduce excellent teachers, can make a reasonable analysis of the current educational concept in China, and can actively introduce it into the actual teaching work, improve the teaching efficiency and teaching quality. In addition, teachers should have a strong professional quality, correctly realize the importance of mathematics teaching, and according to the changes of the Times, change the teaching concept, ideas can keep pace with the Times, and adopt a new way of education to carry out mathematics teaching. At the same time, teachers are required to fully clarify their own responsibilities, implement the content of the teaching system, improve it appropriately combined with the student feedback information, and optimize the teaching method. In addition to the teacher in the work, should also further explore the mathematics content, increasing new ways of mathematics teaching, and fully grasp the overall dynamics of students and their own needs, reasonable education work, strengthen the use of mathematics teaching resources, improve teachers' teaching efficiency, make teachers meet the fundamental standards of education. And teachers are required to have a high mathematical ability, skilled in the operation of various information software, to improve the overall quality of teachers, so as to play the guiding role of teachers, to promote the good development of students.

4.3.3 Building a campus mathematics culture
In the process of the construction of higher vocational mathematics system, higher vocational colleges can fully integrate it into the campus culture, strengthen the publicity and promotion of mathematics culture, so that students can fully understand the content of basic mathematics, which plays an important role in their future development. To this end, higher vocational colleges can make full use of the campus platform to widely carry out mathematics content, to promote students to have a preliminary understanding of mathematics content. While enriching the campus culture, it can effectively make the students form a good sense of mathematics imperceptibly, make full use of the mathematical advantages and the corresponding characteristics, and can fully create a good teaching environment for the students [7]. Moreover, under the implementation of the campus mathematical culture, it helps the students to have a strong interest in the mathematical content, so that they can comprehensively explore the mathematical knowledge, and fully discuss it. Under the study of mathematical knowledge, it can effectively strengthen students' cooperation ability, promote students to have in-depth communication between students, provide students with efficient solution ideas and inspiration, and encourage students to achieve good achievements in the learning of mathematics knowledge. In addition, higher vocational colleges can also invite mathematics professor and students for specific mathematics problems, can provide good guidance for students, promote students by high level of education, and make it in a short time, so as to gradually cultivate a large number of innovative talents, the future employment has greater help to improve the students' competitiveness.

Conclusion: In a word, on the basis of cultivating innovative talents, higher vocational colleges actively build a "trinity" teaching system for the mathematics content, improve the content of the teaching system, and improve it reasonably, so as to meet the basic requirements of the current education, and have good advantages for the development of students. In the process of establishing the mathematics teaching system, teachers should strengthen the explanation of mathematics culture, and require students to master the modeling way, to help students understand the conceptual content through modeling, enhance students' mathematical ability, improve its comprehensive level, increase students' mathematical skills, and further promote students' long-term sustainable development.

REFERENCE
Situation Analysis and Path Exploration of Ideological and Political Education in Colleges and Universities Under the Environment of We Media

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Abstract: With the continuous improvement of social and economic level, we media has ushered in development opportunities, bringing a certain impact on ideological and political education in colleges and universities, but also facing challenges. Ideological and political workers in colleges and universities should pay more attention to it, set up correct ideological and political education ideas, and form ideological and political education teams to restrain the behavior of college students through ideological and political education supervision system. In the following, the situation of ideological and political education in colleges and universities under the we-media environment will be deeply analyzed, so as to explore the appropriate development path.

Keywords: We Media Environment; Colleges and Universities; Ideological and Political Education; Situation Analysis; Path to Explore

1. IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES IS CHALLENGED BY WE-MEDIA

The ideological and political education theory bear the responsibility of the construction of the socialist cause, in the media age, the cultural exchanges between countries are increasingly close, the viral transmission of information, people in different countries, regions can breakthrough the limitation of time space anonymous communication, giving their views on network platform, including some violence, pornographic culture information, on we media, western countries are influencing China's mainstream values in a more subtle way. College students lack social experience and are easily influenced by such culture. If they cannot be guided in time, their value will deviate [1].

Before the era of "we media" began, ideological and political educators mostly carried out classroom teaching, and transmitted mainstream values to students after determining educational goals. Since the development of "we media", the objective body of ideological and political education has changed, and students have become knowledge demanders, breaking through the traditional education mode, and the status of ideological and political educators has been impacted, and the function of network media has been applied [2].

2. STUDY ON THE ADAPTIVE PATH OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES UNDER THE WE-MEDIA ENVIRONMENT

2.1 Renewal of ideological and political education concept
The obvious characteristics of spatial communication of "we media" include centralization and information sharing, which can reflect diversified interaction. Ideological and political workers in colleges and universities should keep up with the development of society, adapt to the changes of the we-media era, update the traditional educational concepts and establish correct ideological and educational concepts. the intersubjectivity of ideological and political education is to construct the relation attribute together with the subject and object in practice and standardize the educational subject. the ideological and political education theory of intersubjectivity includes the cognition of subjects, and the core content is as follows: subjects of education are equal status and can interact with each other, which is completely consistent with the interactive characteristics of we media. the communication characteristics of people in the network society can provide feasibility for the smooth development of ideological and political education, requiring educators to take it as a guide to reflect the dominant position of students and meet their needs so as to promote the all-round development of students [3].

2.2 Integration of ideological and political education methods
In the era of "we media", representative platforms such as wechat and Weibo can provide convenience for ideological and political education. Colleges and universities should attach importance to their right to speak on "We media" platforms and increase the application of "We media" platforms in daily education. Preempt the network position, to develop the media platform, can start from the following points: first, the construction of campus, thanks to the Internet from media platform, for instance, BBS, WeChat public number, website, etc., red docking with the mainstream of new media resources, encourage students to the content published his opinion, improve information transparency, causes it to become more open. Second, relying on associations and party organizations, strengthen teacher-student interaction through the establishment of teacher-student exchange platforms to understand students' real ideas and help them solve their doubts. Third, the establishment of ideological and political "we media" space, the mainstream values into college students interested in the network language, take the initiative to communicate with students, pay attention to the practical interactive characteristics of "we media" platform.
contemporary college students interested in topics, help them distinguish right from wrong, get the right to speak, become a guide of public opinion [4].

The virtual world of "we media" is closely related to the reality. As the foundation of the virtual society, people in the virtual space really exist. Ideological and political education offline and online aims to promote the development of students and achieve the same goals. The ideological and political education of virtual space can play a complementary role, and the attention to virtual space must be based on reality to realize educational complementarity. Inheriting China's excellent traditions, adhering to the principle of "student-oriented", earnestly solving ideological problems, combining theories with achievements, giving play to their functions through academic guidance and mental health education, and improving the effect of ideological and political education [5].

2.3 Optimization of ideological and political education team

The formation of ideological and political education team is an important way to improve the quality of education, focusing on the following three teams: first, the publicity department, information office and other management teams, to check the information to college students; Second, the education team mainly composed of theoretical teachers and Party cadres shall train the contents related to "we media" and form an expert working team. Third, with student party members and network experts as the main, cultivate a student team with a certain influence on the campus, seize the wechat, Weibo and other network positions, play a leading role, become the leader of school students, lead public opinion to the right direction.

We media communication has certain particularity. In addition to requiring ideological and political education personnel to have high political literacy and management ability, they must also be able to properly develop the "we media" environment, among which media literacy is also a prerequisite. Media literacy refers to having a correct understanding of media products, being able to review them with a critical eye and possessing the ability to disseminate resources. Ideological and political educators must be able to skillfully use media, meet the challenges brought by "we media", and undertake ideological and political education, which can improve work efficiency. On the other hand, colleges and universities need to attach importance to the training of ideological and political education workers, establish a training system, study ideological and political education theory, explore new methods to carry out this work, can improve the level of new media technology of ideological and political education team.

2.4 Improvement of ideological and political education supervision system

Restricting the use of "we media" through laws and regulations to ensure its correct development direction is the basis for the development of ideological and political education on "we media" platform. At present, many "we media" take advantage of legal loopholes and have various problems, so the government should pay attention to them, analyze management problems, formulate perfect laws and regulations, and establish an information supervision mechanism to ensure that ideological and political education work has laws to follow, so as to purify the "we media" environment.

3. CONCLUSION

As can be seen from the above, colleges and universities offer courses aimed at this content in ideological and political education to help students form correct moral outlook and improve information discrimination ability, which can promote students' all-round development. In the "we media" environment, the complex network environment is easy to harm the physical and mental health of students, so students should be guided to carry out spiritual construction, form a civilized habit of surfing the Internet, and take the campus network as a position to spread ideological and political education, so as to play its maximum role.

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The Role of Internet New Media Technology in The Promotion of Tri-Color Culture in Jiangxi

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Abstract: This article attempts from the Jiangxi province "three color culture" under the new media era of diversification of multimedia transmission model to analysis how to use new media means new features to innovate and develop "three color culture", in Jiangxi from the analysis of the development of Jiangxi province "three color culture" origin, to the use of new media technologies emerging means to spread and carry forward the "three color culture". Explore the characteristics of communication in new media technology, and analyze the characteristics of communication media and how to integrate with the traditional culture of Jiangxi province by using the new means of communication.

Keywords: New Media Technology; Jiangxi Tri-Color Culture; Diversified Multimedia;

1. THE CONCEPT AND VALUE CONNOTATION OF JIANGXI "TRI-COLOR CULTURE"

1.1 The concept of "tri-color culture" in Jiangxi
Jiangxi province has red culture, ancient culture, green culture set in one province, Jiangxi province is very rich in cultural resources. The red culture, green culture and ancient color culture are also known as Jiangxi "three-color culture". Red culture actually refers to the red gene; Red culture is extremely national characteristic, is the inheritance and development of Chinese culture and world culture, and is also a part of non-material culture. Jiangxi is the cradle of our Chinese revolution, which is an advanced culture with Chinese characteristics created by advanced elements and the masses in the course of revolutionary struggle and social practice.

Secondly, green culture refers to ecological civilization. Jiangxi looks like a piece of green jade in central China, with suitable ecological conditions and forest coverage rate as high as 63.3%. the good ecological environment has made Jiangxi the only province with districts and cities in "National forest city". In addition, Jiangxi also has China's largest freshwater lake - Poyang Lake, which is rich in ecological resources and has the world's largest bird reserve, so people often call Jiangxi the "kingdom of white cranes". There are many famous mountains and rivers in Jiangxi province, including Lushan, the "second to none" famous mountain in Jiangxi Province, and Sanqing Mountain, the "first fairyland in the South of the Yangtze River", which are both famous for their dangerous, steep and majestic features and are of great ornamental value.

Finally, the ancient color culture refers to the traditional culture of Jiangxi's "three-color culture". Jiangxi has porcelain capital Jingdezhen, famous tower Tengwang Pavilion, Academy Bai Lu Cave, ancient Temple Donglin Temple, etc., all of which belong to the ancient color culture of Jiangxi with their unique historical deposits. Jiangxi has a long history of more than ten thousand years and has left many ancient color resources. For example, Jingdezhen, Ganzhou, Nanchang and Ruijin are all national historical cities.

1.2 Value connotation of Jiangxi "Tri-color culture"
Jiangxi is rich in ancient color culture, red culture and green culture resources, and its tourism resources are also quite profound. Jiangxi resources advantage is mainly the elements of ecological value, so the ecological value is also part of the construction of ecological civilization, how to achieve ecological civilization construction, requires analysis of the local culture and summarizes the regional cultural features, dig into Jiangxi province ecological culture value, thus can position for scientific and effective construction of ecological civilization, Utilizing the ecological civilization advantage of Jiangxi tri-color culture and the integration of culture and tourism, promoting the economic and social development of Jiangxi, enhancing the competitiveness and influence of Jiangxi culture.

Jiangxi "tri-color culture" actually has inherent logic and relevance, and its value connotation is manifested and unified. For example, green culture is the foundation and condition of national development, so green culture is the basic support of the value concept of "three-color culture". The soul and root of national heritage are ancient culture. For example, the ancient Donglin Temple is now a famous Buddhist temple in China. It has survived the vicissitudes of life and is an epitome of the prosperous religious culture in Jiangxi. The red culture is the guide and guide of national rejuvenation, so the value connotation of Jiangxi's "three-color culture" is mainly formed by the interaction of red, green and ancient three elements.

2. THE CONCEPT AND CHARACTERISTICS OF NEW MEDIA

2.1 Concept of new media
The so-called new media is actually a new form of communication, through the Internet, wireless communication network, satellite and other channels, using TV, computer, mobile phone, tablet and other terminals to provide information and services to users. the difference between new media and traditional media is that traditional media are the most common media such as newspaper, radio or television. Traditional media are also more passive and popular, without the individuation, interaction, differentiation or point-to-point communication and precise delivery of new media. Such
as new media blog, short video operation, live with goods, electronic magazines and so on. Compared with traditional media, new media is not only judged as "new" and "old" in terms of time, but also advanced and backward in terms of technology and ideas.

2.2 Basic features of new media

New media can be regarded as a form, which is the combination of information society and media products, and is born based on the technological support of the digital era and 5G wireless network. In this sense, new media and new media technology can be regarded as the same concept. With the maturity of wireless network technology and the promotion of its application, it makes use of the characteristics of large capacity, interaction and real-time, to achieve across regional boundaries, and finally realize the global media form, the new media has become an important part of the media system.

In addition, the rapid transmission characteristics of new media can make the transmission efficiency achieve the most efficient, optimal and comprehensive. Networks are made up of optical cables, through which information is converted into optical signals that travel to the public at the speed of light. It not only improves the speed of information transmission, but also is more convenient than traditional newspapers or books. As long as the receiver is in the network space, he/she can know the latest information at any time and anywhere, and can make his/her own comments and suggestions. [2]

3. APPLICATION OF NEW MEDIA TECHNOLOGY IN JIANGXI "TRI-COLOR CULTURE"

3.1 The role of new media technology in the dissemination of "tri-color culture" in Jiangxi

New media technology is mainly based on interactive transmission medium of innovation form, function, in today's new media environment, some emerging technologies for the inheritance of jiangxi province "three color culture" provides a large platform, to promote "three color culture" project in jiangxi province inheritance and spread, not only to enhance the objective environment on the protection of "the three color culture" We also need to strengthen the new media technology to "three-color culture" publicity breadth. New media technologies, such as 3D animation technology, augmented reality technology and virtual reality technology, have created new channels for the dissemination of "three-color culture". Virtual reality technology can create a state that simulates the real environment through the combination of model construction and VR technology, so that users across the country can feel the charm of jiangxi red, green and ancient culture without leaving their homes. In this way, jiangxi can also help the spread of "tri-color culture". New media technology to "three color culture" in jiangxi province has a significant role in promoting, especially in today's digital, more should make the culture of "going out", learn to use new media technology and platform to promote the spread and development of the "three color culture" in jiangxi province, and in practice to constantly update ideas, break through the limitations of traditional media, Learn to innovate and improve the means and content of communication, and display and spread jiangxi's "tri-color culture" in a multi-dimensional manner.

3.2 Advantages of the application of diversified multimedia forms in Jiangxi tri-color culture

With the rapid development of modern science and technology, the Internet has been integrated into various industries in the society, the emergence of new media also makes the whole social culture begin to transform, which is no longer a traditional output, but a visual culture. In today's digital information age, the form of multimedia has gradually become rich.

3.2.1 Creating a Unified Information Platform

Make use of Internet technology to create wechat small program platform exclusive to Jiangxi "tri-color culture". Through digital means, the red, green and ancient culture of Jiangxi province is presented to the national audience in the form of pictures, texts, illustrations and short videos, so as to enhance the national people's sense of participation, optimize their sense of cultural experience, and promote the better inheritance and development of traditional culture through new media and various communication modes.

3.2.2 Create communication of we media platform

China has shifted from traditional media to "we media", changing traditional media communication forms such as radio, newspaper and television. the advent of "we media" era broadens information transmission channels and creates a new mode of information transmission. For example, jiangxi Provincial government should actively create official accounts of "we media", build an Internet communication platform, and promote jiangxi's red, green and ancient culture through the new media platform. Using trill, quickly, new media platforms such as weibo share and spread of culture, for example, visiting survey of jiangxi red culture, may send a reporter walked into the jinggang mountains, to collect of jinggangshan red spirit culture, the late for science popularization, cut into a short video, through the Internet channel makes it spread across the country, We will further carry forward the red tradition, carry forward the red spirit and inherit red culture, and tell red stories in the new era.

4. CONCLUSION

Through the study of this topic, it provides theoretical basis and practical reference for the development and inheritance of jiangxi's "tri-color culture", uses the new media communication mode to promote jiangxi's culture to the world, and promotes and guarantees the integration of various market players in the culture and tourism industry. To enhance its influence and competitiveness, and contribute to the development of jiangxi's economy, society and culture. Let new media technology become the medium and bridge of jiangxi "tri-color culture" communication, and realize the diversification of traditional culture communication.

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Based On BIM Technology, The Innovation and Reform of The Training Model of Construction Engineering Technology Professionals in Higher Vocational Colleges

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Abstract: Under the new situation, with the continuous deepening of BIM technology, important changes have taken place in the traditional jobs, job capabilities, implementation processes, methods and methods of the construction industry. The construction industry has also begun to improve quality and efficiency, energy conservation and emission reduction. The direction of implementation is extended. At this time, an innovative talent training model with BIM technology as the core is needed to meet the development needs of the times, increase auxiliary construction, and promote the vigorous, orderly and scientific development of my country's construction industry.

Keywords: BIM Technology; Higher Vocational Construction Engineering Technology; Talent Training Model

1. INTRODUCTION
With the continuous acceleration of urbanization, the construction industry has been rapidly developed and extended. BIM technology is a revolution in the construction industry after AUTOCAD technology. Incorporating BIM technology into the construction major of colleges and universities can not only optimize the course construction, but also improve the teaching quality of the construction major. Due to the relatively late start of my country's BIM technology, the supply of BIM talents is far from meeting the development needs of the construction industry [1]. Informationization is an important part of the development strategy of the construction industry. Higher vocational colleges also need to conform to the development trend of the times and make certain contributions to the transformation of the construction industry. In the process of supplying BIM technical talents in the construction industry at this stage, it has been unable to meet the current development needs of informatization. As the main base for training professional talents, higher vocational colleges also need to assume the main responsibility of cultivating high-quality talents, expand students' learning resources through BIM technology, maximize students' practical ability, and contribute to the sustainable development of the construction industry, enormous contributions.

2. THE INNOVATION OF THE TRAINING MODEL OF CONSTRUCTION ENGINEERING TECHNOLOGY PROFESSIONALS IN HIGHER VOCATIONAL COLLEGES UNDER BIM TECHNOLOGY
2.1 Curriculum system based on "BIM + traditional job ability"
The application value of BIM technology is strong. Vocational education and teaching should highlight "practice". After the integration of "Internet + BIM" technology, professional knowledge of the latest professional standards can be passed on, increasing students' practical construction, and organically combining theory and practice. To meet the development needs of the society and conform to the development needs of the times. The scope of BIM technology is relatively wide. Civil engineering, decoration, installation, municipal administration, gardening, etc. are all implemented and developed in a more refined direction on the basis of the entire project cycle [2]. In addition, in cross-professional joint construction, it is necessary to incorporate other methods, combining technology and management with each other, combining design and cost, and combining management and operation and maintenance. Under the life cycle, it is implemented in various professions. After combining traditional professional job capabilities with BIM technology, it is necessary to subdivide different knowledge points on the basis of informatization and establish a "BIM + traditional job capabilities" curriculum system. Whether it is a professional course or a professional development course, it is necessary to incorporate BIM courses into the courses to lay a good foundation for students to better understand three-dimensional images and virtual cognition.

2.2 Use "BIM+ Education Informationization" to innovate curriculum teaching mode
From the perspective of previous teaching concepts, most of the teaching methods used are duck-cracking teaching methods. This teaching method is relatively simple, and it is basically difficult to meet the deepening needs of teaching, and the quality of teaching is also at a low level. At this time, teachers need to uphold the main ideas of the scientific development concept, based on the flipped curriculum, take students as the center, and implement technologies such as "Internet + BIM". Teachers need to increase the overall process construction on the basis of the engineering project guidance, give full play to the leading role of teachers, increase supervision, transfer new professional knowledge, combine classroom and skill
training, and maximize on the basis of combining virtual and real Limit the mobilization of students' subjective initiative, enhance students' innovative ability, and improve teaching quality and teaching efficiency. With the mastery of BIM technology as the core, it maximizes the students' management ability, professional skills, self-study ability, etc., helps students complete the transfer of knowledge and clarifies the professional direction [3]. Take actual engineering projects as the carrier, improve the docking ability of positions, and adopt the dual tutor responsibility system to meet the individual development direction of students.

2.3 Key points for the implementation of the reform of the BIM technology construction professional talent training model

First, there is a need to deepen cooperation between schools and enterprises. In other words, it is necessary to provide effective service quality construction for everyone in the traditional professional construction. The integration of BIM technology requires the organic integration of students' learning conditions and the service functions of vocational education under its own management advantages, a reasonable combination of theory and practice, and implementation of the project foundation. After that, it is necessary to organically integrate the traditional industries with construction companies, supervision companies, etc., to improve the seamless connection of the actual project. Maintain the construction of the BIM life cycle, extend the established projects through the foundation, increase the construction of professional course links, solve the problem of unclear course boundaries, and solve the problem of inadequate connection between courses. Second, the construction of the teaching staff needs to be improved. Teachers need to go to the enterprise for experience, introduce BIM technical knowledge, improve the closeness with the curriculum, increase the construction of the whole process of the project, and find a suitable solution. Third, with project construction management as the main line, from the beginning of the signing of the contract, it is necessary to establish the development path of the whole process, find the focus of schedule management, and maintain the input and output of the construction plan. From the beginning of the bidding in the construction phase to the final cost and settlement, it is necessary to improve management capabilities and incorporate BIM software into it. Carefully plan the content of the course, integrate the Revit 3D modeling software in BIM into the teaching, establish a 3D model, and extend the field of vision of students [4]. Deepen the school-enterprise cooperation mechanism, improve students' practical operation skills, and use school-enterprise cooperation to improve the practical ability of BIM technology. According to the needs of the enterprise, adjust the talent development structure to reduce the distance between students and actual positions. Companies also need to combine reality to provide students with a BIM practice platform, increase the construction of a team of masters, expand interaction and exchanges, and transfer theoretical knowledge, so as to achieve a win-win situation between the company and university buildings. Fourth, it is necessary to increase the effective construction of technical competition activities. Integrate BIM technology and construction engineering organically, play the main value of "promoting learning with competition" from multiple angles, and enhance students' technical skills. Implement BIM technology practice application competitions under an open, fair and just professional competition platform. After clarifying these contents, it is necessary to increase the end-of-term assessment and implement indicators such as scholarships. Fifth, informatization teaching and assessment. In other words, it is necessary to rationally integrate BIM technology into the training of professional talents, maintain standardization, use the "Internet + " model to increase the construction of project services, and improve information technology means. In the process of deepening cooperation between informatization and education, it is also necessary to use a mixed teaching method, with students as the center, implement information technology means, improve the construction of professional curriculum resources, and increase the intensity of assessment.

3. CONCLUSION

With the progress of society and the integration of BIM technology in higher vocational construction engineering majors, teachers need to make reasonable overall planning, continuously optimize and improve the content of teaching, and help students fully understand and master professional knowledge. Taking students as the center, planning, design, construction and other connotation construction of the project, to meet the society's demand for talents. Speed up the pace of teaching reform to adapt to the development of the modern construction industry, break through the traditional restrictions, improve the BIM operation ability, and implement development towards the direction of compound talent training.

REFERENCES

The Spiritual Value of Mount Tai in Du Fu’s Poem Wang Yue (Looking at Mount Tai)

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Abstract: Du Fu is of vital importance in Chinese literature history. Of more than 1,000 poems written by him, there are three poems named “Wang Yue” but with different content. The three poems are about Mount Tai in the East, Mount Hua in the West, and Mount Heng in the South. This essay will mainly focus on the one about Mount Tai and analyze the aesthetic meaning and spiritual value of it in the poem.

Keywords: Du Fu; Mount Tai; Spiritual Value

1. INTRODUCTION

Poetry about Mount Tai takes the Mountain as its aesthetic object. The aesthetic meaning of Mount Tai is firstly reflected from the poet’s appreciation of its natural landscape and then gradually move to its in-depth and spiritual value. the poem Wang Yue (Looking at Mount Tai) by Du Fu is an example. the following is the translated version of Wang Yue (Looking at Mount Tai) by Wu Juntao.

Looking at Mountain Tai

How should I take the grandiose Mountain Tai? / ’Tween Qi and Lu’s border its green ranges lie. / With beauties bestowed by the Creator strong, / its peaks screen daylight and cast shadows long. / The rolls of clouds world lave my bosom on high; / the home-coming birds would lure my staring eye. / Thus I’ll climb up to the summit and see, the mountains around and below are wee!

2. DU FU’S DESCRIPTION OF MOUNT TAI’S NATURAL BEAUTY IN WANG YUE

This Poem was written by Du Fu when he was a young man who did not know the taste of sorrow, so the poetry is powerful and the description of the landscape is broad while at that time the poet was not afraid of difficulties and dared to climb. In the beginning of the poem, the poet asks a rhetorical question that what is the mountain like? the answer to the question is the green range of it has no end. the nature brings together the magical and beautiful scenery in Mount Tai, and the sky in the south and north of the mountain is divided into two parts: light and dark. There are also rising clouds and birds flying into the forest. The poet starts with a question and the second couplet vividly depicts the magic and beauty of Mount Tai, especially the word “cut” meaning “divide”, which describes the towering and terrifying momentum of Mount Tai. the third couplet describes the mountain from far to near and from the abstract to details.

The first half of the poem presents the readers with a picturesque setting. the readers can easily imagine the vastness of the thousands of miles green ranges and the majestic first peak in China with an altitude of 1, 500 meters.

3. THE SPIRITUAL VALUE OF MOUNT TAI IN WANG YUE

Literati and writers have always preferred to use the beauty of mountains and rivers to express their feelings, and Mount Tai, which is rich in symbolic beauty, is no exception. Many literati and scholars traveled thousands of miles to express their ideals and aspirations, or interest in life, or to sigh over the intractable predicament of one’s personal life, or to lament the unreachable contemplation of great ambitions, all of which are different. The image of Mount Tai is sublimated into a spiritual symbol, which is intriguing to read.

In the second half of Du Fu’s Wang Yue, on the basis of the description of the first half of the poem, the author expressed his aspiration and feelings through the following scenery: the rising clouds washed my mind, and I opened my eyes to track the bird that returned at dusk into the forest, and the corners of my eyes seemed to be split open. Be sure to climb to the highest peak of Mount Tai, overlooking the mountains, and you will know how small the mountains are in your eyes. When a person climbs to the top of the mountain, he or she will have an unobstructed view of the surrounding dwarf mountains.

In this poem, the readers can easily feel the youthful vigor shining through the ages. It not only depicts the tall and majestic Mount Tai, but also expresses the heroic feelings of “I will be at the top of the mountain, and the small mountains can be seen at a glance”. the readers can see a brave, courageous young Du Fu, who showed the pride of the young and looked down on everything.

4. CONCLUSION

From ancient times till now, Mount Tai is always famous for its unique landscape and culture, which contributes to people’s worship towards it. Its sacredness and abundant historic culture make it a symbol of the Chinese nation and the Chines spirit. Du Fu’s poem Wang Yue (Looking at Mount Tai) is one of a kind in all the poems describing Mount Tai, but all the landscape poems depicting Mount Tai take Mount Tai as the aesthetic object to view it as a whole, or to select a peak and a tree, from the appreciation of the natural landscape of Mount Tai to the appreciation of aesthetic value and spirit of it. the poem of Wang Yue (Looking at Mount Tai) endows the natural Mount Tai with humanistic character, so that Mount Tai is no longer just a natural landscape. It embodies the character of the whole nation—the Chinese spirit. From poems like Wang Yue (Looking at Mount Tai), readers can see that Mount Tai is the carrier of the gene of the Chinese national spiritual culture, and poetry about Mount Tai is the literary expression and aesthetic reference of this gene.
Qi and Lu were two Kingdoms of ancient China in the 11th century B.C.; their territories were in the western and southern part of now Shandong Province, with Mountain Tai sitting between.

REFERENCES
Phenomenon of Marathon Running and Development of Urban Culture

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Abstract: With the continuous development of China's economy and the acceleration of urban development process, more cities hold marathon events to promote the development of the city, thus promoting the role has been shown. In this paper, using the analytic hierarchy process (ahp) models for the future development strategy of xiamen city marathon SWOT analysis, put forward city marathon in the later development process should be taken to reverse type strategy, pioneering strategy, strategy of conservative strategy and diversification strategy development, for our country city marathon organizers have reference significance to the analysis of the model.

Keywords: Analytic Hierarchy Process; SWOT Analysis; Urban Marathon.

1. BACKGROUND
With the continuous development of China's economy and the acceleration of urban development, more cities hold marathon events to promote the development of cities, thus promoting the role of marathon. As a gathering place of people and things in modern society, city plays an important role in politics, economy, and culture. Cities create, cultivate, and continue their own personalities and characteristics in various ways. In recent years, more and more cities have seen that holding marathon events can greatly promote the development of all aspects of urban functions.

Competitions held in the process of exposed many problems that we must calm down and think to do a good job should be prepared to what, how to use games machine to promote the development of the city, to promote the construction of urban infrastructure facilities, urban industrial structure adjustment and upgrade of each system, for the city's image and influence of ascension brings positive effect and influence [1-3].

At the same time, it is clear to us that marathon is not only a landscape sport with strong mass participation and great social influence, but more importantly, it has become a booster to improve the level of urban management and urban cohesion. Marathon not only promotes the growth of urban social benefits, but also brings the growth of economic benefits. During the event, local tourism, sightseeing, catering, and services, as well as the investment in the city's pre-race and post-race projects will bring substantial benefits. the city runs the competition, will certainly bring to the city appearance and the environmental sanitation change, to the city appearance improvement obviously.

In view of the question whether there are too many marathons in China, we compare the marathon events held in foreign cities. At the present stage, China holds less than 40 marathons per year, which is far less than that in developed countries. According to runner magazine, 789 marathons were held nationwide in 2012, with an average of 12 marathons per week. Japan is the world's third largest economy with a population of about 130 million. Among the European countries, Germany has the largest number with 658 marathons a year, France and Britain have more than 300, Italy and Russia have about 100. Even India, which has similar national conditions, economic conditions, and population, now has 50 marathons a year [2].

Therefore, only 40 marathons a year are too few in China. What's more, about 33,000 people in China can finish the whole marathon, accounting for about 0.25 of the total population. The United States, at 518,000, accounts for 17 out of 10,000 people. In terms of total population, the number of marathon runners in the United States is 68 times that of China, and the number of marathon runners in the United States is 15 times that of China. China needs more marathons to boost its national fitness campaign.

Therefore, this paper aims to clarify the relationship between marathon events and urban development, and analyze the influence of marathon events on urban development and the factors that affect the changes of these dimensions. Through the specific analysis of the case, the author summarizes the problems existing in the marathon held in China in the emerging stage and explains them, to improve the quality of marathon running and expand the impact of the marathon on the city in social, economic, and ecological aspects through matching the marathon with the city.

2. RESEARCH OBJECTS AND METHODS
2.1 Research objects
A total of 14 first-line coaches, organizers and professional marathon runners who have been engaged in urban marathon activities in xiamen city for many years were selected as the interviewees. At the same time, 78 athletes who participated in xiamen marathon were selected as respondents.

2.2 Research methods
14 experts who have been engaged in urban marathon for many years in xiamen city were interviewed, including coaches who have been engaged in first-line training of urban marathon for many years, and leaders of xiamen municipal and district-level sports bureau. The interview content mainly focuses on the status quo, advantages, disadvantages, opportunities, and challenges of xiamen city marathon.

SWOT analysis can analyze the influence of urban marathon on urban cultural development from four dimensions. That S (strength); W (weakness); O
(opportunity); T (→ kyoui). Strength and W are internal factors. (opportunity) and (threat) are external factors. SWOT analysis mainly includes the analysis of internal and external factors, the selection of strategies and the proposal of specific development strategies in the future. SWOT analysis has the characteristics of comprehensiveness and systematic Ness. The purpose is to find out the influence of urban marathon on the development of urban culture through SWOT analysis, and put forward some specific countermeasures. Therefore, SWOT analysis method is often applied in strategic analysis research, and the SWOT strategy analysis matrix is shown in Table 1.

Table 1: SWOT strategy analysis matrix

<table>
<thead>
<tr>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The opportunity to</td>
<td>W-o strategy (taking advantage of external opportunities and overcoming internal advantages)</td>
</tr>
<tr>
<td>S+ strategy (relying on internal advantages and avoiding external threats)</td>
<td></td>
</tr>
<tr>
<td>T threat</td>
<td>W-t strategy (reduce internal weaknesses and avoid external threats)</td>
</tr>
</tbody>
</table>

A total of 78 questionnaires were distributed and recovered, with a recovery rate of 100%. Among them, 66 were effective and the effective recovery rate was 84.6%. Two weeks later, 16 athletes were randomly interviewed in the second questionnaire survey. The correlation coefficient of the two questionnaires was 0.89 (p<0.01), and the questionnaire survey had a high reliability. Pairwise comparison adopts nine-point evaluation standard, and the meaning of each standard is shown in Table 2.

SPSS17.0 statistical software was used to conduct descriptive statistical analysis and correlation analysis of the data collected in the questionnaire. AHP model is also used to verify the consistency of SWOT analysis matrix.

Table 2: Questionnaire evaluation criteria and their meanings

<table>
<thead>
<tr>
<th>Evaluation standard</th>
<th>Assignment to define</th>
<th>content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>As important</td>
<td>Both factors are equally important</td>
</tr>
<tr>
<td>2</td>
<td>It's between 1 and 3</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>A little important</td>
<td>One factor is slightly more important than the other</td>
</tr>
<tr>
<td>4</td>
<td>It's between 3 and 5</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Is quite important</td>
<td>One factor is more important than the other</td>
</tr>
<tr>
<td>6</td>
<td>It's between 5 and 7</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>It is very important</td>
<td>The judges strongly favor one of two factors</td>
</tr>
<tr>
<td>8</td>
<td>It's between 7 and 9</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Absolutely vital</td>
<td>The judges thought that one factor was significantly stronger than the maximum controllable range of the other</td>
</tr>
<tr>
<td>1 minus 9</td>
<td></td>
<td>When a factor is compared with b factor, if a certain scale value is given above, the weight of b factor is the reciprocal of that scale</td>
</tr>
</tbody>
</table>

3. RESULTS AND ANALYSIS

3.1 SWOT analysis of xiamen city marathon development status

As can be seen from Table 3, the advantages of xiamen city marathon on the development of urban culture mainly include the profound foundation of the city marathon, the city's investment in place, the attention of the leaders in charge, the complete equipment and facilities of the venue, and the public's great support for participating in the marathon. The disadvantages of xiamen city marathon on the development of urban culture include the low professional level of athletes, the lack of a perfect training system for enthusiasts, the low salary of coaches, and the low public awareness. In terms of development opportunities, the newly issued urban marathon policy, the development of marathon sports, the change of management units and the growth of urban marathon enthusiasts are favorable opportunities for the better development of xiamen marathon in the future. "At the same time, xiamen city marathon is also facing four threats. Second, insufficient participation of professional athletes; Third, many cities only pay attention to marathon results, but do not pay attention to the promotion of marathon in the city; Fourth, the effect of the new urban marathon policy has not yet appeared."

3.2 Hierarchical ranking and consistency test of SWOT matrix of xiamen city marathon development

After the expert interview, 78 grassroots coaches and PE teachers in xiamen city were given a questionnaire on the development strategy of xiamen city marathon, and the data collected from the survey were used to calculate the weight value of each dimension of SWOT matrix and verify the consistency, as shown in Table 4.

Table 3: SWOT analysis of the development status of urban marathon

<table>
<thead>
<tr>
<th>The target layer</th>
<th>Rule layer</th>
<th>Scheme layer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development status of xiamen city marathon</td>
<td>S1 city marathon is rich in heritage and many cities have excellent marathon traditions</td>
<td>S1 city marathon is rich in heritage and many cities have excellent marathon traditions</td>
</tr>
<tr>
<td></td>
<td>S2 city has a high level of investment and guarantee for marathon competition and development</td>
<td>S2 city has a high level of investment and guarantee for marathon competition and development</td>
</tr>
<tr>
<td></td>
<td>S3 management leaders take it very seriously</td>
<td>S3 management leaders take it very seriously</td>
</tr>
<tr>
<td></td>
<td>S4 city marathon venue is fully equipped with equipment</td>
<td>S4 city marathon venue is fully equipped with equipment</td>
</tr>
<tr>
<td></td>
<td>S5 public support for participating in the marathon is high</td>
<td>S5 public support for participating in the marathon is high</td>
</tr>
<tr>
<td></td>
<td>W1 The training of grassroots marathon coaches is not systematic enough, which affects the teaching level of marathon</td>
<td>W1 The training of grassroots marathon coaches is not systematic enough, which affects the teaching level of marathon</td>
</tr>
<tr>
<td></td>
<td>W2 has no perfect training system for marathon</td>
<td>W2 has no perfect training system for marathon</td>
</tr>
<tr>
<td></td>
<td>W3 grassroots coaches are underpaid</td>
<td>W3 grassroots coaches are underpaid</td>
</tr>
<tr>
<td></td>
<td>W4 public awareness of the development route of marathon is low</td>
<td>W4 public awareness of the development route of marathon is low</td>
</tr>
<tr>
<td></td>
<td>O1 launch of new city marathon in 2014</td>
<td>O1 launch of new city marathon in 2014</td>
</tr>
<tr>
<td></td>
<td>O2 city's new urban marathon policy</td>
<td>O2 city's new urban marathon policy</td>
</tr>
<tr>
<td></td>
<td>O3 city marathon management changes</td>
<td>O3 city marathon management changes</td>
</tr>
<tr>
<td></td>
<td>O4 city marathon enthusiasts scale up</td>
<td>O4 city marathon enthusiasts scale up</td>
</tr>
<tr>
<td></td>
<td>T1 many cities only pay attention to marathon results, but do not pay attention to the promotion of marathon in the city</td>
<td>T1 many cities only pay attention to marathon results, but do not pay attention to the promotion of marathon in the city</td>
</tr>
<tr>
<td></td>
<td>T2 professionals are not participating enough</td>
<td>T2 professionals are not participating enough</td>
</tr>
<tr>
<td></td>
<td>T3 city marathon attendance is growing slowly</td>
<td>T3 city marathon attendance is growing slowly</td>
</tr>
</tbody>
</table>
4. THE DEVELOPMENT OF URBAN MARATHON

4.1 Reverse strategy (w-o)
Reverse strategy refers to the strategy of using external opportunities to improve internal weaknesses. The introduction of new urban marathon policy, the change of administrative departments and the expansion of amateur scale, these three opportunities are the key to the turnaround strategy of xiamen urban marathon. At present, the disadvantages of xiamen city marathon mainly lie in the salary level of coaches and the training system of marathon enthusiasts. Therefore, if the competent authorities can include relevant provisions in the new policy, improve the treatment of coaches, strengthen the training of coaches, and establish a perfect system for athletes to enter higher school, it will be able to effectively reverse the relatively sluggish development of xiamen city marathon.

4.2 Pioneering strategy (s-o)
The pioneering strategy of xiamen city marathon is the most important strategy for the development of city marathon. The pioneering strategy is to take advantage of the internal advantages of xiamen city marathon to effectively combine with the external development opportunities. The pioneering development strategy is also the ideal strategy of urban marathon development and belongs to the growth strategy. Xiamen city marathon in 2014 by the competent department of the state council issued "about to speed up the sports industry, promote the sports consumption of several opinions about developing city marathon in new policy as an opportunity to make full use of xiamen marathon marathon significance as its influence on the development of the city marathon, expanding city marathon population, improve the overall level of city marathon, continue to maintain the xiamen city marathon in the country.

4.3 Conservative strategy (w-t)
Conservative strategy refers to the strategy that aims at the internal disadvantages directly and overcomes the external threats. The implementation of urban marathon development strategy can effectively maintain the current development level, but it is difficult to substantially improve the development level of urban marathon. According to the research data, the biggest disadvantage of xiamen city marathon is the level and salary of coaches, while the biggest external threat is that cities only pay attention to the performance of the race and don't pay attention to the development. The disadvantage and threat of the development of xiamen city marathon is the contradiction between the interests of individuals and the interests of the competent authorities. At present, xiamen city does not invest enough money in urban marathon every year. Most of these funds are used to purchase training equipment and event organization, while few are used for personal treatment of coaches. At present, the salary of xiamen grassroots coaches training fees and physical education teachers marathon training fees compared to professor. Such income level to a certain extent hit the coach's training enthusiasm. Therefore, the competent authorities should continue to increase investment, improve the treatment of grassroots coaches, improve the level of coaches, and solve the contradiction between coaches and the competent authorities in economic interests, to improve the training level of urban marathon.

4.5 Diversification strategy (s-t)
The diversified strategy of xiamen city marathon can also be called the integrated strategy, which means that the development of city marathon should make full use of internal inherent advantages to reduce the impact of external threats on city marathon. At present, xiamen city marathon is faced with threats from slow population growth, the abolition of the bonus points system, the city's emphasis on short-term results and the lack of effect of the new policy. These four major threats can also be summarized as the impact of performance on the development of urban marathon. Therefore, authorities at all levels should focus on increasing the population of urban marathon and promoting the culture of urban marathon so that more children can participate in urban marathon. At the same time, we should take advantage of the fact that the competent authorities attach great importance to the development of urban marathon and change the evaluation system of the performance of urban marathon. The performance of urban marathon is no longer the only standard to evaluate the level of a city's marathon, and the population of urban marathon should also be included in an important index to evaluate the performance of urban marathon.

5. CONCLUSION
Xiamen professional marathon is facing the deceleration of the development of marathon. The current situation of xiamen city marathon is closely related to the shrinking population of xiamen city marathon and the decline of training level. Based on many studies, this study puts forward the torsional strategy, pioneering strategy, conservative strategy and diversified strategy for the development of xiamen city marathon.

REFERENCES
Thoughts on Sports Intervention Strategies in Autism Children

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Abstract: Physical education not only exists as a discipline in the school, but also is applied by scholars from all walks of life, such as the reconstruction of medical and health care, physical exercise in the process of psychological therapy, and a physical intervention treatment program for autistic children that will be studied in this paper. Hope through the sports intervention in the whole process of the treatment of autistic children, the analysis in the treatment of autistic children rehabilitation training process with some problems, through continuous analysis, summarizes the sports intervention should pay attention to, finally through objective analysis to give corresponding strategy, and achieve rich rehabilitation treatment for autistic children.

Keywords: Children with Autism; Physical Intervention; Treatment

Autism, or autism, is medically one of the most congenital neurological diseases. It is a disease that occurs in infants and young children. It is mainly characterized by social disorders, communication disorders, and rigid behaviors manifested before 3 years of age. According to the data released by the United Nations Health Organization, there are currently more than 35 million children living with autism worldwide, including more than 1.5 million children in China. However, even if there are many methods to study the causes of autism at present, the root cause of autism in children has never been found, so there is no better treatment plan designed, so the behavioral rehabilitation training generally recognized by most people can only be selected for adjuvant treatment. JJONATHAW has pointed out that among children with autism, self-harm, hostility, stereotyped behavior, and highly destructive behavior are the most common forms. Destructive behavior is an act that harms the lives and health of others, That is, in a specific context, May threaten by themselves or by others, for example, Injury yourself, smash things, attack others, etc.; Interference behavior refers to the interference to the external environment, That is, a behavior that makes oneself unable to participate in collective activities, for example, Screaming, noise, retreat, escape and other behaviors; Distraction is a behavior that may be unacceptable to society, for example, A series of inexplicable body movements, such as rotating objects, fingertip winding, and body shaking, But such behavior does not cause any substantial harm to others.

A large amount of experimental evidence shows that for the treatment of childhood autism, it is difficult to fundamentally solve the problem of childhood autism by medication alone, and if the behavioral intervention is adopted, it will receive a relatively significant medical effect. However, the degree of treatment results is mainly related to the morning and evening of disease discovery, the severity of the disease, the development of early speech, the cognitive function of infants and children, and whether it is accompanied by other diseases and the frequency of medication training.

1 ROLE OF PHYSICAL INTERVENTION TO TREATING AUTISM IN CHILDREN

For how to treat children with autism, the world has conducted a lot of clinical trials, and the common agreed result, namely sports intervention in the treatment of children with autism has an irreplaceable role, this is because of a lot of autistic children's behavior and subsequent complications related to their lack of exercise habits at ordinary times. Adding physical intervention to the treatment program can ensure the daily exercise needs of autistic patients. first, Physical interventions play a role in facilitating patient communication with others in treating patients with autism, Provides a very good medium of communication, at the same time, Treatment options for physical interventions can also deter patients from other problems such as behavioral stereotypes, Autism in children is characterized by stereotyped, aggressive and too attached to certain things; Physical intervention can not only exercise the self-care ability of people with autism, It can also effectively improve their social communication ability; at the same time, Physical interventions can help to enhance their physical condition and improve their external behavior during rehabilitation training in autism, This is because a large proportion of children with autism accompany the physical complications of obesity, spinal curvature, While therapeutic approaches through physical intervention, Not only can it be corrected from the external performance state of the body, It can also enhance bone mineral density and improve physical fitness, To further reduce the incidence of complications such as epilepsy, That is, physical interventions can improve the mental state of people with autism, Improve their adaptability to the sudden changes in the external environment.

2. INQUIRY ON THE APPLICATION OF SPORTS INTERVENTION

2.1 Unreasonable selection of sports intervention content

2.1.1 There is insufficient emphasis on the importance of physical intervention

At present, the sports intervention treatment selected by domestic rehabilitation training institutions mainly uses the sensory integration treatment program, which aims to
train the proprioception of autistic children and realize the overall intervention through the treatment of sensory integration problems. The main purpose of this method is that simple sensory integration training cannot significantly improve the patient's motor ability and physical quality, and with the growth of grade, it is likely to produce aggressive behavior.

2.1.2 Lack of appropriate teamwork game project arrangement

There are great differences between autism and ordinary school-age children, the most obvious difference is that children with autism rarely have a greater interest in the outside world, in contrast to exploring discoveries, They prefer to indulge in their own little world. So before the sensory integration training, the teacher needs to prepare all the rehabilitation equipment that will be used during the training process, and make a relatively complete plan. But it is also because of the teacher's full preparation. During the whole training process, Lack of communication and communication between teachers and patients, Patients causes autism to complete the training mechanically according to the teacher's instructions.

2.1.3 Individual differences in each patient

At present, we only refer to the groups with behavioral disorders as autism patients, but in fact, there are various types of autistic patients, and their scope is relatively broad. the behavioral performance of each autistic patient is also different to a certain extent. For example, some autistic children show poor balance, unable to stand alone, or even dare to try to stand on one leg, while some autistic children are the opposite performance, they can easily complete this movement.

2.1.4 The implementation process of sports intervention lacks corresponding norms

though, the staff of rehabilitation institutions have more professional knowledge and skills, Can help to effectively relieve the symptoms in children with autism. But children with autism are a special group, after all, With a strong sense of prevention in itself, There is not enough adaptability to external perception, This makes it difficult for teachers in rehabilitation institutions to ensure the smooth progress of the whole process when helping patients with the actual physical education intervention operation. So there is a possibility, That is to words, some special education teachers will ignore or even ignore the inner feelings of autistic children, Taking a tough attitude forces them to complete the action requirements and the number of times, and for the standardization of the action, the effectiveness of the action is ignored; Some special-education teachers do the opposite. They will care too much of patients' emotions and feelings, for whether the action is standard and effective. Neither of these extreme treatments can help autism outcomes.

2.1.5 Cooperation between families and rehabilitation institutions is not close enough

For a family, the existence of autistic children is not only a gift of God, But also needs to pay attention to many unavoidable problems, but it is self-evident that all parents of autistic children want their children to recover, or can communicate normally. But one thing is certain is that parents' eagerness will affect their own judgment, thus produced too dependent on rehabilitation equipment training, and may lead to children after complicated rehabilitation training did not get good comfort and subsequent guidance, or not good cohesion with life, but only contact with life, close to life, can play the effect of the rehabilitation training to the extreme, therefore, the training to family life is the goal of training.

2.1.6 The training content, method and equipment are too simple

In order to better study the scientific nature and rationality of rehabilitation training institutions, the investigation of the sensory integration training institutions in Hefei, Anqing, Wuhu and other places, in the course of the investigation, it was found that, Almost all rehabilitation training institutions have training methods are too single, training equipment is simplified, Far from meeting the ultimate goal of rehabilitation training, and, the vast majority of special rehabilitation teachers would prefer to be scripted, That is, mechanically copy the rehabilitation knowledge that they have learned, Can't combine their own innovation points very well, Increase the interest in the overall training process, the use of the equipment is also relatively simple, Make autistic children more likely to slack off during a long time of guidance and training, Then he is not willing to continue to participate in the whole rehabilitation training process.

2.2 Sports intervention training views is inaccurate

2.2.1 The content of rehabilitation training is not closely related to life enough

Autism rehabilitation training the goal is to help it to the society, but the vast majority of rehabilitation training institutions one-sided training content focus on the improvement of physical quality, often ignore the construction of patients' mental health, cause poor training effect, no resonance of training and life, reduce the effect of training.

2.2.2 Unreasonable interference by parents

Parents are always the child's backing and harbor, but it is also because of this attribute, in the whole rehabilitation training process may because of parents doting psychology, and interference to the whole training process, namely in the face of children's behavior problems is not the first time to correct, but indulge attitude, meet children’s unreasonable requirements, lead to the effectiveness of the rehabilitation training.

2.2.3 Family training lacks coherence and goal

"What to teach, " "How to teach, " "Why to teach, " To find a suitable way to do your training in the home, First of all, to understand the above three problems, But because of the sweet and harmonious atmosphere of the family, and the environmental modifications that are not aimed at people with autism. Therefore, the process of family training often ignores the research and discussion of these problems, According to the child's own uniqueness, Conduct an objective analysis, Design an appropriate and reasonable rehabilitation treatment plan, Lack of systematics, therefore, the results of rehabilitation training within the family are not too obvious, This is due to the lack of goal and consistency in the training process.
3 IMPLEMENTATION OF SPORTS INTERVENTION STRATEGIES

3.1 Systematic evaluation of children with autism by criteria

First of all, due to the psychological and physiological particularity of children, so need to be different from the evaluation of normal children evaluation criteria for autism, prior assessment is conducive to the subsequent rehabilitation training, at present, the most used is the autism behavior assessment scale, more than half of the institutions use the table, of course there are a number of institutions according to their own training program, but need to pay attention to, assessment requirements comprehensive system, cannot ignore any subtle differences.

3.2 Content of physical education intervention activities

In fact, through the observation in daily life, we can also initially make a relatively rough observation of children with autism, which is different from normal children, mainly manifested in language ability, hearing ability, movement ability, interpersonal ability and tactile ability. Therefore, sports intervention treatment needs to start from the above aspects, for example, exercise children's attention, exercise their oral muscle movement ability, let them start through basic model training, and finally form complete statements. We can also select some volunteers with strong affinity to participate in the training process, and use color, sound or shape to stimulate the perception ability of children, increase the interest of autistic children, and build a bridge with normal life.

3.3 Problems that we should pay attention to in physical intervention activities

In short, want to ensure the effectiveness of sports intervention treatment, first need to choose authoritative rehabilitation training institutions and develop a more scientific and reasonable rehabilitation training program, then must hire professional trained teachers, avoid wrong guidance to children, again need children with parents, must not spoil to rehabilitation treatment, finally is treatment closely associated with normal life, to ensure the stability of continuous output.

4. CONCLUSION

Autism children is a more special group, but at the same time for their education also cannot be ignored, so in order to maximize guide children into normal life, even in a certain field has better results, you need to take sports intervention treatment the external force, at the same time in order to ensure the treatment effect need family, institutions and children three together.

ACKNOWLEDGEMENTS


REFERENCES


 Intervention Study of Adaptive Roller Skating on the Static Balance Ability in Children with Autism

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Abstract: This study mainly analyzes the influence of adaptive roller skating on static balance in autistic children and explores the effective adaptive roller skating. Methods: Using literature data, interview, observation, and experimental method, 4 autistic children aged 6-8 years were divided into experimental group and control group. Two children were intervened for 8 weeks, 3 times, 90 minutes of adaptive roller-skating course. Through 7 static balance test indicators, the intervention subjects were tested twice before and second, such as independent station, independent sitting, eyes with feet closed, eyes with feet open, front, and back straight, standing on one leg closed, and standing with one leg closed. Conclusion: the test found that roller skating had a positive effect on the static balance ability of autistic children, and the intervention effect was related to the balance ability before the intervention object and the age of the intervention. Suggestions: Adaptive roller-skating intervention course should be targeted to intervene in the difference of autistic children according to the concept of adaptive sports combined with the fun of roller skating. Keywords: Adaptive Roller Skating; Autistic Children; Static Balance Ability

With the continuous progress of social development and the continuous improvement of living standards, human medical and health education [1] Also more and more attention; "special education" and "balance ability" has been respected and in-depth study by scholars all over the world [2]. "Special education", as the name suggests, is targeted and adaptive instruction for special children; "static balance" is the basis of maintaining other activities; every twenty minutes worldwide, boys are four times more likely to be diagnosed as girls [3]. In such a severe background, this paper starts from the methods and means of special physical education teaching, and combines with the actual situation of autistic children [4] the main purpose is to conduct adaptive roller skating activities, lead autistic children to carry out roller skating exercises, compare the specific changes before and after sports intervention, and analyze the actual impact and changes of adaptive roller skating activities on the static balance ability of autistic children [5]. To understand the specific impact of adaptive roller skating more accurately on the static balance ability of autistic children, provide certain theoretical basis for improving the balance ability and posture control ability of autistic children, and develop rehabilitation training plans for parents and special education teachers in this field to provide methods and reference.

1 STUDY SUBJECTS AND METHODS
1.1 Study subjects
Four volunteers with medically diagnosed autism were selected from Hunan Special Children Interventions Center, four children of similar age and had never received roller skating training (including other similar roller skating training) before receiving the intervention; four children were divided into experimental group and control group, small A and B, small C and D, and a 90-minute roller skating intervention for 8 weeks (3 times/week). The control group did not perform a roller skating intervention as well as other similar sports. The change of the static balance ability of small A and B and control groups were observed. The basic information of the first four children during the intervention is shown in Table 1.1.

Table 1. Basic information of the 14 children with autism

<table>
<thead>
<tr>
<th>GROUP</th>
<th>SURNAME AND PERSONAL NAME</th>
<th>SEX</th>
<th>AGE</th>
<th>STATIC BALANCE ABILITY CHARACTERISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>experimental</td>
<td>small A; small B</td>
<td>woman; man</td>
<td>6, 8</td>
<td>Can walk independently, stand independently, sitting independently, feet with eyes closed station can only adhere to below 3S, cannot try to stand on one leg, etc., the static balance ability is poor</td>
</tr>
<tr>
<td>CONTROL GROUP</td>
<td>SMALL B; SMALL C; SMALL D</td>
<td>man; woman</td>
<td>6, 8</td>
<td>Can walk independently, stand independently, sit independently, can try to stand on one leg under the supervision, the static balance ability is relatively good. Can walk independently, stand, sit and wait, feel afraid of the closed eyes station, cannot try to stand with one leg, the static balance ability is poor Can walk independently, stand independently, stand independently, with the help of try to stand with the help of one leg, static balance ability is relatively good.</td>
</tr>
</tbody>
</table>

1.2 Study Methods
1.2.1 Literature and data method
Review books on autism for its symptoms and basic interventions [6], Check out information about autistic children in the school library, especially on physical activity intervention, adaptive roller skating, and scientific research related to balance ability [7] Related literature data on the development of balanced exercise ability in
children with autism [8], and the relevant documents collected at present are carefully sorted out, classified and analyzed. At the same time also using China, baidu library for electronic literature database search "autism", "movement intervention", "roller skating", "balance", and other keywords, find literature, and key literature and the relevant part of the research content, screening the required content, correct understanding of the research problems, for the research accumulated rich theoretical basis.

1.2.2 Interview method
In the process of adaptive roller skating intervention, we should timely communicate with the parents of research children in daily activities and schools, pay attention to the physical condition of autistic children, pay attention to the mood changes of autistic children, and improve their love for roller skating [9]. At the same time, in-depth investigation and understanding of the living conditions, learning, physical quality, cognitive expression ability, emotions and hobbies of the participating subjects were conducted, and the intervention methods were timely adjusted to improve the enthusiasm and cooperation of autistic children. Have an in-depth understanding of the autism degree and related development disorders of each child with autism, and make full preparations for the implementation of the experiment.

1.2.31 Observation method
This study mainly uses the observation method to observe the intervention object directly and indirectly, according to the designed research objectives; observes the research object directly with the own sensory organs, and records the video of cameras and recorders after class.

1.2.4 Experimental method
Four children were divided into an experimental and control group with an 8-week roller skating intervention from September – December 2020, and their static balance was measured by multiple measures. To reduce the error caused to the experiment, no other physical activity was involved during the intervention except during the intervention course. The control group did not intervene in roller skating and did not participate in other physical activities. Subsubjects were tested before and after the intervention to analyze the impact of roller skating on the static balance of the intervention subjects. Higher test results will have an impact.

1.2.4.1 Measuring indicators
Adaptive roller skating was used as the intervention means to pass the pre-test and post-test. The tests were scored from the following test indicators: independent station, independent sitting, eye closed station, feet and eye opening station, standing straight before and after two feet, standing with eyes open and one leg, and standing with one leg. The first 6 were scored by the static balance 0-4 score standard of berg balance scale, details shown in Table 1.2; stopwatch was used for closed eyes and one leg station, detailed in Table 1.3.

<table>
<thead>
<tr>
<th>test specification</th>
<th>code of points</th>
<th>score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand alone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can't stand for 30 seconds without help</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>After several efforts, they were able to stand independently for 30 seconds</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Able to stand independently for 30 seconds</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Be able to stand under custody for 2 minutes</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Ability to stand safely for 2 minutes</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>You can't sit for 10 seconds without the support</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Can sit for 10 seconds</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Sitting independently</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can sit for 30 seconds</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Be able to sit under custody for 2 minutes</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Ability to sit safely for 2 minutes</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Need help to avoid falls</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Do not stand for eyes closed for 3 seconds but stand for eyes open remains stable</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Stand with your eyes closed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Be able to stand for 3 seconds</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Ability to stand under custody for 10 seconds</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Be able to stand safely for 10 seconds</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Need help to keep your feet together and do not stand for 15 seconds</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Need help to put your feet together and stand for 15 seconds</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Both feet stand together</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to put your feet together independently but cannot stand for 30 seconds</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Ability to put your feet together independently and stand under custody for 1 minute</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Be able to put your feet together and stand independently for 1 minute</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Losing your balance when stepping or standing</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Stand back and forth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need help to move forward but hold for 15 seconds</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Take a small step forward and keep it for 30 seconds</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Can independently put one foot in front of the other foot and keep it for 30 seconds</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Hold one foot directly in front of the other foot for 30 seconds independently</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>You cannot try this activity or need help to avoid falls</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Try to lift one leg and stand balance for less than 3 seconds</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Can lift one leg independently and hold it for 3-5 seconds</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Can lift one leg independently and hold it for 5-10 seconds</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Stand by single leg the other lifted backward</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can lift one leg independently and hold it for more than 10 seconds</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

Table 1.3 Sitting criteria for male and female eyes standing with single leg

<table>
<thead>
<tr>
<th>MAN</th>
<th>WOMAN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>time (S)</th>
<th>score</th>
<th>time (S)</th>
<th>score</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–4S</td>
<td>0</td>
<td>0–3S</td>
<td>0</td>
</tr>
<tr>
<td>5–12S</td>
<td>1</td>
<td>4–11S</td>
<td>1</td>
</tr>
</tbody>
</table>

ACADEMIC PUBLISHING HOUSE
The first six items were measured using the berg balance scale, the men and women had the same scoring criteria. Standing with one leg closed, the stopmeter was used to calculate the score according to how well each patient could do it, and the total score was added again.

### 1.2.4.2 Adaptive roller skating course

According to the characteristics of the adaptive roller skating project and combined with the static balance ability of the four experimental subjects before the intervention, the teaching of the adaptive roller skating was divided into 8 weeks. Details are shown in Table 1.4.

<table>
<thead>
<tr>
<th>Week</th>
<th>Intervention content</th>
<th>Intervention goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Students are familiar with the class venue, watching roller skating videos, coach sliding display, and students experience gliding</td>
<td>Can understand roller skating, like roller skating, willing to come to class; dare to try to slide</td>
</tr>
<tr>
<td>2</td>
<td>Learn to wear roller skates and protective gear, the V words on the carpet to stand, step in place, squat in place</td>
<td>Learn basic movements, improve self-confidence, enhance leg strength, put on can stand smoothly, step</td>
</tr>
<tr>
<td>3</td>
<td>Wrestle on the carpet forward, test backwards, stand up, and move sideways between left and right</td>
<td>Be able to be brave, not afraid of wrestling and be able to stand up properly; improve a short time</td>
</tr>
<tr>
<td>4</td>
<td>Carpet high legs, ground V word standing, standing in parallel, step forward</td>
<td>Try high leg lift; improve static balance; and move smoothly</td>
</tr>
<tr>
<td>5</td>
<td>Carpet stands on one leg, feet back and forth, squat on the ground, brake brake</td>
<td>Be able to try to stand on one leg, with both feet back and forth</td>
</tr>
<tr>
<td>6</td>
<td>Squat sliding, in situ before and after sliding, step to turn</td>
<td>Enhance the control of the feet, hip joints, ankle joints and all parts of the body</td>
</tr>
<tr>
<td>7</td>
<td>Parallel sliding, gourd brake, obstacle sliding</td>
<td>Learn to parallel, gourd brake, etc.; can control shoes and body balance</td>
</tr>
<tr>
<td>8</td>
<td>Line taxi, train taxi, comprehensive taxi</td>
<td>Have a good dynamic, static balance ability</td>
</tr>
</tbody>
</table>

### 1.3 Data source

#### 1.3.1 Pre-test

Prior to implementing this intervention, communicate with the parents to observe the child's static balance performance in family, school and other extracurricular activities under the child's natural course. No intervention was performed, and only the pediatric static balance performance was recorded. The specific method lasts for 2 weeks (3 times/week), and the test results are recorded by the researcher.

#### 1.3.2 Intervention

Four autistic children are divided into experimental group and control group, experimental group for roller skating intervention, control group not roller skating intervention, experimental group, natural collective classroom with scene teaching as the main means, set up a teacher bishop during teaching, two children with autism using one-to-one intervention, three times a week, intervention 8 weeks, a total of 24 times, each course 90 minutes (40 minutes rest 10 minutes). The control group did not intervene; the static balance ability before and after the course intervention was mainly observed with the course contents.

During the whole process, the one-to-one coach guided the performance of autistic children in the course, and then the static balance ability test was conducted on the experimental and control groups after the end of the roller skating intervention experiment. Through seven static balance test indicators, autistic children can get exercise, and observe the effect of roller skating intervention on their static balance ability intervention. If the static balance test performance of the experimental group before and after the intervention is improved, and there is no significant change in the control group, it shows that the roller skating intervention has a positive effect on the improvement of the static balance ability of autistic children.

#### 1.3.3 Post-test

After 8 weeks of intervention, the static balance ability test was conducted on four intervention subjects, including independent station, independent sitting, two feet and two feet, straight line standing, one leg standing and one leg standing, recording the final test results of each item.

### 2 RESULTS, TOGETHER WITH THE ANALYSIS

#### 2.1 Results of the static balance ability test between the experimental and control groups before the roller skating intervention

Roller skating intervention experiment, through independent station, sitting, feet closed eyes station, feet and feet open eyes, feet straight line, open one leg, closed one leg and other seven static balance test indicators for experimental group and control 4 autistic children, static balance ability test, test score is shown in Table 2.1.

<table>
<thead>
<tr>
<th>TEST SPECIFICATION</th>
<th>EXPERIMENTAL GROUP</th>
<th>CONTROL GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>small, A</td>
<td>small, B</td>
</tr>
<tr>
<td>INDEPENDENT STATION</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>SITTING INDEPENDENTLY</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>CLOSE YOUR EYES</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>STAND TOGETHER WITH YOUR FEET</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>STAND BACK AND FORTH WITH YOUR FEET</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>STANDING ON ONE LEG</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>CLOSE YOUR EYES AND STAND ON ONE LEG</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>CONTROL GROUP</td>
<td>small, C</td>
<td>small, D</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

As can be seen from Table 2.1, before the roller-skating intervention experiment, the total static balance score of small A was 11, 12 for small B, 11 for static balance and 11 for small D. The four study subjects had similar static balance ability and their static balance test results were similar before the roller-skating training intervention. The
four research subjects had relatively good results in the independent station and independent sitting tests in the previous test, and had relatively poor results in the closed-eye station, one-leg station, and one-leg station.

2.2 Static balance ability test results between the experimental and control groups after roller skating intervention

According to the test results in Table 2.4, the independent sitting test items of the experimental group and the control group were consistent, indicating that roller skating had no impact on the independent sitting test results of the experimental group and the control group before and after the intervention.

After roller skating intervention, seven static balance test indicators were tested for four children with autism, including independent standing, eyes closed, feet and feet open, straight line before and after two feet, and the test scores are shown in Table 2.2.

<table>
<thead>
<tr>
<th>TEST SPECIFICATION</th>
<th>EXPERIMENTAL GROUP</th>
<th>CONTROL GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDEPENDENT STATION</td>
<td>small, A 2</td>
<td>3</td>
</tr>
<tr>
<td>SITTING INDEPENDENTLY</td>
<td>small, B 3</td>
<td>3</td>
</tr>
<tr>
<td>CLOSE YOUR EYES</td>
<td>small, C 2</td>
<td>1</td>
</tr>
<tr>
<td>STAND TOGETHER WITH YOUR FEET</td>
<td>small, D 4</td>
<td>2</td>
</tr>
<tr>
<td>STAND BACK AND FORTH WITH YOUR FEET</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>STANDING ON ONE LEG</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>CLOSE YOUR EYES AND STAND ON ONE LEG</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>19</td>
<td>21</td>
</tr>
</tbody>
</table>

According to Table 2.2, the static balance ability of small A is 19 points, the total score of static balance test is increased by 8 points after roller skating intervention, the total score of small B is 21 points, the total score of static balance test is increased by 9 points, small C is 13 points, the static balance test is increased by 2 points, 14 points, the total score of static balance test is increased by 3 points. All four subjects improved after the static balance ability.

Two autistic children in the static balance ability test improved greatly, and two autistic children in the control group without roller skating training intervention were also improved, but the improvement was small, which may be related to the children's physical development.

2.3 Comparative analysis of the static balance ability between the experimental group and the control group before and after the intervention

According to the static balance ability test standard (Table 1.2), the results of the independent station test scores before and after the roller-skating intervention are shown in Table 2.3.

<table>
<thead>
<tr>
<th>TEST SPECIFICATION</th>
<th>EXPERIMENTAL GROUP</th>
<th>CONTROL GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDEPENDENT STATION</td>
<td>small, A 2</td>
<td>3</td>
</tr>
<tr>
<td>SITTING INDEPENDENTLY</td>
<td>small, B 3</td>
<td>3</td>
</tr>
<tr>
<td>CLOSE YOUR EYES</td>
<td>small, C 2</td>
<td>1</td>
</tr>
<tr>
<td>STAND TOGETHER WITH YOUR FEET</td>
<td>small, D 4</td>
<td>2</td>
</tr>
<tr>
<td>STAND BACK AND FORTH WITH YOUR FEET</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>STANDING ON ONE LEG</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>CLOSE YOUR EYES AND STAND ON ONE LEG</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>19</td>
<td>21</td>
</tr>
</tbody>
</table>

According to the test results in Table 2.3, the independent station and control test results, and the test results were the same, indicating that roller skating had no impact on the independent sitting test items.

2.3.2 Effect of roller-skating intervention on independent sitting

According to the static balance ability test standard (Table 1.2), the results of the independent sitting test scores before and after the roller-skating intervention are shown in Table 2.4.

<table>
<thead>
<tr>
<th>TEST SPECIFICATION</th>
<th>EXPERIMENTAL GROUP</th>
<th>CONTROL GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDEPENDENT STATION</td>
<td>small, A 2</td>
<td>3</td>
</tr>
<tr>
<td>SITTING INDEPENDENTLY</td>
<td>small, B 3</td>
<td>3</td>
</tr>
<tr>
<td>CLOSE YOUR EYES</td>
<td>small, C 2</td>
<td>1</td>
</tr>
<tr>
<td>STAND TOGETHER WITH YOUR FEET</td>
<td>small, D 4</td>
<td>2</td>
</tr>
<tr>
<td>STAND BACK AND FORTH WITH YOUR FEET</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>STANDING ON ONE LEG</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>CLOSE YOUR EYES AND STAND ON ONE LEG</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>19</td>
<td>21</td>
</tr>
</tbody>
</table>

According to the test results in Table 2.4, the independent sitting test results of the experimental group and the control group before and after the roller skating intervention, from 3 points before the intervention to 3 points after the intervention, the before and after the test results of the experimental group and the control group were consistent, indicating that roller skating had no little impact on the independent station test items.

2.3.3 Effect of roller skating intervention on the closed eye station

According to the static balance ability test standard (Table 1.2), the test score results of the test group and control groups before and after the roller skating intervention are shown in Table 2.5.

<table>
<thead>
<tr>
<th>TEST SPECIFICATION</th>
<th>EXPERIMENTAL GROUP</th>
<th>CONTROL GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDEPENDENT STATION</td>
<td>small, A 2</td>
<td>3</td>
</tr>
<tr>
<td>SITTING INDEPENDENTLY</td>
<td>small, B 3</td>
<td>3</td>
</tr>
<tr>
<td>CLOSE YOUR EYES</td>
<td>small, C 2</td>
<td>1</td>
</tr>
<tr>
<td>STAND TOGETHER WITH YOUR FEET</td>
<td>small, D 4</td>
<td>2</td>
</tr>
<tr>
<td>STAND BACK AND FORTH WITH YOUR FEET</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>STANDING ON ONE LEG</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>CLOSE YOUR EYES AND STAND ON ONE LEG</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>19</td>
<td>21</td>
</tr>
</tbody>
</table>
According to the test results in Table 2.5, the test results of the test group improved; Small A, B, and D closed stations from 1 point to 2 points, from 3 seconds before intervention to 3 seconds; Small C from 1 point. It shows that the roller skating intervention affected the eye-closed station test items, but it was relatively small.

### Table 2.6 Comparison of the test results before and after the experimental group and the control group

<table>
<thead>
<tr>
<th>Test Specification</th>
<th>Experimental Group</th>
<th>Control Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand together with your feet</td>
<td>before measurement</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>aftertest</td>
<td>3</td>
</tr>
</tbody>
</table>

According to the test results in Table 2.6, the test results of the test group improved before and then the test results of small A and B increased from 1 point to 2 points after intervention; needed help to stand together for 15 seconds and cannot stand together for 30 seconds to stand together and stand independently for 1 minute. The test results of small C also changed, and the previous score was 1 point to 2 points after the test. The previous test needed help to keep the feet together for 15 seconds to the test and independently put the feet together but could not stand for 30 seconds. The test score was 2 points, and the test did not change. By comparing the data between the front and back of the experimental group and the control group, it shows that roller skating affects the test items of the feet and is obvious.

### 2.3.5 Effect of roller skating intervention on front and after both feet

According to the static balance ability test standard (Table 2.1), the test score results of the test group and the control group before and after roller skating intervention are shown in Table 2.7.

### Table 2.7 Comparison of the test results between the experimental group and the control group

<table>
<thead>
<tr>
<th>Test Specification</th>
<th>Experimental Group</th>
<th>Control Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand back and forth with your feet</td>
<td>before measurement</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>aftertest</td>
<td>2</td>
</tr>
</tbody>
</table>

According to the test results shown in Table 2.7, the test results of the two-foot front and back stations of the experimental group improved after the roller skating intervention were improved. Small A was increased from 1 point to 2 points after intervention; From needing help before the intervention but moving forward for 15 seconds to being able to independently keep one foot in front of the other for 30 seconds after the roller skating intervention; Small B increased from 2 before intervention to 4 after intervention, From taking one foot a small step forward and holding it for 30 seconds before intervention to keeping one foot directly in front of the other for 30 seconds after roller skating intervention; Small C in the control group, No change in the test score of 2 points post-test. It shows that the roller skating intervention affected the test items before and after the two feet and was more significantly.

### 2.3.6 Effect of roller skating intervention on one-leg station

According to the static balance ability test standard (Table 2.1), the results of one-leg station test scores before and after roller skating intervention are shown in Table 2.8.

### Table 2.8 Comparison of test results before and after single-leg station between experimental group and control group

<table>
<thead>
<tr>
<th>Test Specification</th>
<th>Experimental Group</th>
<th>Control Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standing on one leg</td>
<td>before measurement</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>aftertest</td>
<td>4</td>
</tr>
</tbody>
</table>

According to the test results in Table 2.8, the test performance of the experimental group before and after roller skating intervention improved, with Small A from 1 point before intervention to 3 minutes from efforts before intervention for less than 3 seconds to one leg and maintained for 8 seconds; Xiao B increased from 1 point before intervention to 4 minutes after intervention, with efforts to lift one leg for less than 3 seconds before intervention.
intervention to one leg and for 11 seconds after roller skating intervention. The control group small C single leg station before 1 point, no change in the later test results; small D single leg station test performance also improved, the previous test 1 point to 2 points, the previous test can lift a leg for less than 3 seconds to the later test can independently lift one leg and maintain for 4 seconds. It shows that roller skating intervention has a certain positive effect on the improvement of single-leg station test items. 2.3.7 Effect of roller skating intervention on eye-closed single-leg station

According to the static balance ability test standard (Table 1.3), the results of the single-leg station test scores before and after roller skating intervention are shown in Table 2.9. The eye-closed single-leg station between the experimental and control group may also be because the children were in the development period and their physical abilities changed with the development of physical movements.

### Table 2.9 Comparison of the test results before and after roller skating intervention

<table>
<thead>
<tr>
<th>Test Specification</th>
<th>Experimental Group</th>
<th>Control Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close your eyes and stand on one leg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>small A before measurement</td>
<td>aftertest 1</td>
<td>small A before measurement</td>
</tr>
<tr>
<td>small B before measurement</td>
<td>aftertest 1</td>
<td>small B before measurement</td>
</tr>
<tr>
<td>small C before measurement</td>
<td>aftertest 0</td>
<td>small C before measurement</td>
</tr>
<tr>
<td>small D before measurement</td>
<td>aftertest 0</td>
<td>small D before measurement</td>
</tr>
</tbody>
</table>

According to the test results in Table 2.9, the results of the test group before and after roller skating intervention improved, with small A and B from 1 point before intervention to 2 points before intervention or only 5 seconds under supervision to the other foot for 15 seconds; small C and D from 0 points before intervention to 1 point, from unable to try to try to stand for about 5S. It shows that the roller skating intervention has an effect on the eye-closed one-leg standing test items, but the effect is relatively small. 2.3.8 Total effect of roller skating on static balance

According to the static balance ability test criteria, the total score results of the test group and control groups before and after the roller skating intervention are shown in Table 2.10.

### Table 2.10 Comparison of before and posterior test scores between the experimental and control groups

<table>
<thead>
<tr>
<th>Test Specification</th>
<th>Experimental Group</th>
<th>Control Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total points</td>
<td></td>
<td></td>
</tr>
<tr>
<td>small A before measurement</td>
<td>aftertest 11</td>
<td>small A before measurement</td>
</tr>
<tr>
<td>small B before measurement</td>
<td>aftertest 12</td>
<td>small B before measurement</td>
</tr>
<tr>
<td>small C before measurement</td>
<td>aftertest 11</td>
<td>small C before measurement</td>
</tr>
<tr>
<td>small D before measurement</td>
<td>aftertest 11</td>
<td>small D before measurement</td>
</tr>
</tbody>
</table>

According to the results in Table 2.10, the static balance test of the experimental group scored 11 points before static balance test, 19 points for static balance test after roller skating intervention, 12 points for static balance test before small B intervention and 21 points for static balance test after roller skating intervention. The control group scored 11 before small C, 13 before small C, 11 before test and 14 after small D. According to the results, the two autistic children in the experimental group after roller skating intervention significantly improved their static balance ability, and the static balance ability of the control group may also be because the children were in the development period and their physical abilities changed with the development of physical movements.

In conclusion, after 8 weeks of roller skating intervention exercise, the static balance ability of the subjects increased after training, indicating that roller skating training improved the static balance ability in children with autism. In the seven static balance ability test results, including independent station, independent sitting, eye closed station, feet together, foot front and back station, one leg station, closed eye and one leg station, Independent station, independent sitting two test results are not significant, the results of the experimental group and the control group were consistent. The roller skating intervention was targeted for training. These test programs have been integrated into roller skating teaching, So the test effect is obvious; the test performance of closed-eye and single-leg stations was relatively small, Probably due to the small support surface, the center of gravity deviates slightly; Standing with your eyes closed is very insecure, Tension has affected the test performance. Factors affecting the human body in controlling the movement of the center of gravity are vision, age, sex, body mass, height, and muscle strength. Human upright posture is unstable in nature, and an important function of the nervous system is to achieve standing stability by controlling the relative displacement of the center of gravity to the support region [10]. When standing, people use the relative displacement of the spine and limbs, and the movement of the ankle and hip joints to adjust the relative position of the body's center of gravity and the support area to maintain the balance [11]. Roller skating it is the foot on the wheel, the subject to want to put on roller skating to walk normally and practice technical movements need to have a strong control balance ability [12]. the practice of wearing roller skates requires the hip, ankle and each joint [13], Adaptive roller skating course is trained according to the roller skating course standards and the law of children's development, combined with the actual situation. Not only can exercise the coordination and stability of the limbs, increase the body strength, leg strength [14], Let it stand better, but also improve the sense of balance.

### 3 CONCLUSIONS AND SUGGESTIONS

3.1 Conclusion

(1) the eight-week roller skating intervention has
improved and improved the static balance ability of autistic children, while the roller skating intervention has promoted the development of the static balance ability of autistic children. The results of the two intervention subjects were improved in the static balance after the intervention; the control group was poor, and there was no significant change between before and posttest.

(2) the own static balance ability of the experimental group before the roller-skating intervention influences the effect of the static balance ability intervention. If the static balance ability before intervention is strong, the test performance is improved and stable; if the static balance ability before intervention is weak, the test performance improves greatly, but not very stable.

(3) the age of the intervention object has an impact on the intervention effect. In terms of intervention effect, small B, relatively older, has powerful legs and good body control ability compared with other intervention objects; younger children are in a critical period of movement development and their static balance ability improves rapidly. The effect of the long-term intervention needs to be further verified.

3.2 Suggestions
(1) Before the intervention, make full preparations, fully understand the basic situation of the intervention object, and formulate a targeted roller-skating intervention course content according to the curriculum standards and according to the specific situation of the intervention object, so that the roller-skating intervention can play a better effect.

(2) the intervention object is similar before the intervention, timely communication with the family and teachers of the intervention object, understand the change of the static balance ability outside the intervention course, and participate in other physical activities, control the influence of other activities on the static balance ability in the intervention, to ensure the accuracy of the experimental test results.

(3) Enhance the exercise of leg strength, hip joints, and ankle joints, so that it can better control the body center of gravity and maintain the body balance. The effect of the prolonged roller-skating intervention may be different.

ACKNOWLEDGEMENTS

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Thinking On Children's Physical Education Teaching Under the Background Of Course Gamification

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Abstract: Facing the actual changes of early childhood education under the development of the Times, effective carrying out physical education activities in children can help children form a preliminary awareness of physical learning in the basic stage. Under the background of course gamification teaching, the effective transformation of physical education activities is carried out combined with the characteristics of children's psychological development of physical education activities, and based on breaking through the traditional physical education teaching mode, promote the stimulation and enlightenment of gamification teaching mode to children's interest in physical education learning. In this regard, this article will analyze the important role of physical education teaching on the healthy growth of children, revolve around the distinctive characteristics of physical education teaching under the background of curriculum gamification, and solve the practical problems faced in early childhood physical education teaching through specific teaching strategies and reform measures.

Keywords: Curriculum Gamification; Early Childhood; Physical Teaching

1. POSITIVE SIGNIFICANCE OF CARRYING OUT CHILDREN'S PHYSICAL EDUCATION TEACHING

Carrying out physical education activities in children can help children form a good physical awareness in the primary stage of physical and mental development. With the proposal and development of lifelong physical education awareness under the social development, the physical education teaching in early childhood has gradually attracted the attention of parents and teachers. In the actual teaching process, limited by the physical and mental development of children, preschool physical education teachers are required to abandon the traditional physical education teaching concept and mode, to avoid the boring teaching methods caused by children's rebellious psychology. In this regard, explore and analyze the children's sports development strategy under the background of course gamification, which can improve children's interest and enthusiasm in physical education teaching activities based on optimizing the teaching mode.

1.1 Promote children's physical and mental development

Carrying out physical education activities in children can help children to establish the value of lifelong sports in the critical period of their growth and development, and rely on practical physical activities to enhance children's physical quality. On the one hand, physical education can improve based on children exercise promote children, effectively improve children's physical quality and resistance, on the other hand, in the process of actual physical activity, also can fully improve children's psychological quality, based on exercise children's will quality to promote children's physical and mental development.

1.2 Promote the quality development of children

Through scientific and reasonable physical education teaching measures for children, students can use gamified teaching activities to participate in sports, which can promote the development and improvement of children's comprehensive quality in the process of cooperation and communication. Curriculum gamified physical education and teaching activities not only enhance the communication and interaction between the children, but also strengthen the children's language expression ability and teamwork ability. In the process of scientific and reasonable physical education teaching, we can effectively promote the comprehensive development of children's comprehensive quality.

1.3 Promote young children to adapt to society

Through children's physical education teaching activities, it can promote children's social development based on cultivating children's good moral character. First, in physical activities, teachers will guide students to abide by the rules of the game and the game order, and face the success or failure of the game with a positive psychology. At the same time, collective sports activities can cultivate students' awareness of cooperation and music group consciousness, which all provide a solid motivation and support for children to adapt to the society. Carrying out physical education teaching activities for children can help children transition from instinctive imitation to independent adaptation to the society, and then lay a solid foundation for the healthy growth of children.

2. CHARACTERISTICS OF PHYSICAL EDUCATION TEACHING IN YOUNG CHILDREN UNDER THE BACKGROUND OF COURSE GAMIFICATION

On the one hand, the curriculum gamified sports teaching for children presents an interesting feature. In view of the basic physical education teaching activities in the curriculum, the gamified physical education teaching attracts children to actively participate in the physical education teaching activities with a strong interest. Based on combining the characteristics of children's physical and mental development, the gamified children's physical education teaching of the curriculum not only grasps the
characteristics of children's curiosity and fun, and stimulates students' interest in participation with interesting activity design. Through creating a situational activity atmosphere, the substantive significance of physical exercise is realized based on improving the quality of children's physical education teaching.

On the other hand, the gamification of children presents the characteristics of rules. In order to ensure the smooth progress of physical education activities, implement the educational significance and substantive requirements of physical education teaching, the rules of the game should be implemented based on giving full play to the actual teaching activities. In this process, teachers should timely standardize and guide children's behavior, to help children to establish a sense of rules, and then promote the comprehensive development of children's comprehensive quality.

3. PRACTICAL PROBLEMS FACED BY CHILDREN'S PHYSICAL EDUCATION TEACHING UNDER THE BACKGROUND OF COURSE GAMIFICATION

3.1 Lack of professional education talents

On the one hand, kindergartens lack professional physical education talents. According to the relevant survey report, kindergarten teachers generally come from preschool education majors, and they lack of professional physical education theoretical knowledge and physical education teaching skills. In the face of children's physical development, some teachers cannot accurately grasp the amount of exercise and exercise time of children's physical activities.

On the other hand, in the practical physical education teaching for young children, many teachers ignore the educational significance and educational value of curriculum gamification to physical education teaching. This part of the teachers lacks the in-depth understanding and analysis of the characteristics of children's psychological development, and are used to the design and teaching of physical education activities with their own way of thinking and thinking characteristics, so that it is difficult to stimulate children's interest and enthusiasm to participate in physical education teaching.

3.2 Follow the traditional teaching mode

In the actual process of children's physical education teaching, some teachers still use the traditional teaching mode, and lack of in-depth research on children's physical education teaching under the background of curriculum gamification. In the traditional physical education teaching mode, teachers, as the main body of education and teaching activities, take all design concepts and teaching processes with teachers' ideological cognition as the central starting point, ignoring the stimulation and cultivation of children's interest in physical education. In addition, the traditional physical education teaching mode ignores the promoting role of physical education teaching on the development of children's physical mechanism.

Teachers often design activities to only stay in the formal level, and the amount of exercise and exercise time is not in line with the actual situation of children's development, and it is difficult to give play to the real educational value of physical activities.

3.3 Forget the actual situation of children's development

Some teachers ignore the actual situation of children's physical and mental development in carrying out curriculum gamified physical education teaching activities. Children are in the primary stage of development, show obvious emotional, unintentional behavior. In the process of physical activities and sports games, teachers lack of guidance and attention to children, and it is difficult to implement the promoting role of physical activities on children's physical and mental development.

4. REFORM MEASURES OF PRESCHOOL PHYSICAL EDUCATION TEACHING UNDER THE BACKGROUND OF CURRICULUM GAMIFICATION

4.1 Strengthen the construction of teachers

On the one hand, we will promote the construction of preschool physical education teachers under the background of quality-oriented education. Teachers' professional skills and theoretical basis are the key to guide students to participate in subject education and teaching activities, especially for physical education teaching in early childhood. Students at this stage are in the embryonic stage of physical and mental development. Limited by the actual situation of children's development, it is necessary to cultivate a group of teachers with professional preschool education knowledge, and to carry out physical education teaching activities based on combining the characteristics of children's physical and mental development. In this regard, the education departments and kindergartens should actively introduce professional physical education talents. Through the detailed assessment of theoretical knowledge and professional skills, successful physical education teachers are selected to participate in the kindergarten internship activities. Through the specific performance of the internship stage, the preschool physical education professionals screening and retained employment.

On the other hand, preschool physical education teachers should actively improve their professional teaching skills with the help of the park. In the face of the teaching requirements of curriculum gamification, the kindergarten should help young children to fully realize the significance of gamification teaching to early childhood physical education through professional knowledge lectures and teaching practice activities. From the fundamental educational concept and ideological cognition level, to help teachers to deeply understand and identify with the teaching value of the gamification of the curriculum. Combined with the actual teaching activities, we should carry out the corresponding games and physical education teaching activities flexibly and effectively, and then give play to the educational significance and value of gamification teaching for children based on improving the form of children's physical education teaching.

4.2 Enrich the forms of physical education teaching

On the one hand, carrying out children's physical education teaching activities under the background of course gamification can fully combine the unique local
and folk sports games, and feel the happiness of sports activities in the environment of cultural rendering. As one of the traditional cultures that reflects the local cultural characteristics, the folk sports activities fully integrate the local characteristics and the local culture. In the process of participation in the game, it can promote children to better accept and love the corresponding sports activities, and thus improve the interest and culture of early childhood physical education. At the same time, in the process of carrying out folk sports activities, preschool teachers can issue an invitation to their parents in advance. Based on promoting parent-child interaction, enhance the cooperation and connection between homes, to ensure the long-term development of children's physical education teaching.

For example, the "eagle catch chicken" into children's sports game activities. During the event, invited parents were invited to draw lots and play the roles of "eagle" and "hen" according to the results shown in the note. Before the start of the game, the teacher should seriously emphasize the rules of the game, and ask children to pay attention to adjust the distance in the process of running with other students, do not have a collision and stampede. And after the game starts, switch the group members at time to ensure that every child is fully involved in the game.

On the other hand, teachers in the gamified sports teaching activities, to create a relaxed and happy activity atmosphere for children, through some props for children's activities to create specific game scenes. For example, teachers can place the corresponding animal scissors in the game area of the kindergarten, and make the stickers in the students' hands in the style of small red flowers. At the specified distance and time, the winning party is selected by the name of the animal shouted by the teacher. In this process, children not only feel the fun of sports games, but also ensure the amount of activity and exercise in the running.

4.3 Implement the main position of children
First, preschool PE teachers should fully respect children's main position in the gamified sports teaching activities, and always take children's preferences as the entry point of game activities. Childhood students are in a period of active play, weak in self-control and emotional stability. In this regard, physical education teachers should make full use of children's playful nature and curiosity, positively guide children to participate in sports activities, and then improve the quality of sports teaching activities. For example, teachers can use multimedia to play related sports videos to arouse students' initial interest in a certain sport or game. In the process of further carrying out sports activities, groups can be combined with the actual situation of children. Through the reasonable proportion of height, gender and age, we should guide children to participate in sports activities on the basis of cooperation. Take ball activities as an example, teachers can classify the internal members of each group and complete the handling activities of ball materials in the form of relay. On the basis of enhancing children's team consciousness and cooperation spirit, the teaching quality and teaching efficiency of children's physical activities are effectively improved.

Secondly, due to the differences in the growth environment and innate personality, there will be more obvious differences between children to participate in physical activities. In this regard, preschool teachers should break through the shackles of a single and stereotypical teaching mode, and carry out gamified physical education teaching activities on the basis of fully respecting children's individual differences. In the actual game process, physical education teachers should pay close attention to the participation of students in time, and flexibly change the game mode. Through a rich variety of game sports teaching activities, effectively improve children's interest in physical learning, for the comprehensive development of children to lay a solid foundation for their comprehensive quality.

Finally, preschool physical education teachers should carry out physical activities in a scientific and reasonable scope according to the actual physical and mental development of children, and strictly control the amount of exercise of children, to avoid the unnecessary harm caused by overloaded sports to children. Therefore, in the process of designing sports game activities, teachers should carefully analyze the situation of children's physical development and scientifically arrange teaching activities. At the same time, preschool teachers should strictly control the amount of exercise and activity time of sports games. On the one hand, excessive exercise is easy to cause damage to children's body and affect their healthy growth; on the other hand, teachers can increase the number of physical activities based on control intensity. While scientifically processing the amount of exercise and exercise time, the implementation of physical activities to promote children's growth.

5. CONCLUSION
As a key stage to promote the development of children's physical and mental health, preschool physical education has laid a solid foundation for school education and lifelong physical education learning in the later stage. Under the guidance of curriculum gamification, the education and teaching of children's physical education can help children to strengthen the development of their own comprehensive quality in the process of participating in sports activities and sports games. Through the construction of professional early childhood sports education team, with a rich variety of sports activities to promote children's ability to participate in sports games. Based on reasonable planning of sports intensity and exercise time, build a physical education system in line with the actual development of children, and comprehensively promote the coordinated development of children's body and mind.

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A Comparative Study of Euphemism between Chinese and English Languages

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Abstract: Widely employed in both Chinese and English languages, euphemism is not only a linguistic term, but also a cultural phenomenon as well. This paper presents a comparative study on the application of euphemisms in both languages and also reveals the underlying cultural connotations.

Keywords: Euphemisms; English and Chinese; Cultural Connotations

1. INTRODUCTION

Instead of directly addressing subjects that are deemed as offensive or unpleasant, people may use innocuous words or expressions on multiple occasions, which are recognized as euphemism by linguists. The English word euphemism is actually derived from the ancient Greek language, in which eu means good or auspicious and phemism means speech or word. So the entire word denotes good speech.

Neaman and Silver (1983:1) defines euphemizing as substituting an inoffensive or pleasant term for a more explicit, offensive one, thereby veneering the truth by using kind words. Euphemistic discourses soften the harsh, smoothes the rough and makes unpleasant words or expressions sound more pleasant. A certain number of similar euphemisms exist in both English and Chinese languages. Euphemism, as a sociolinguistic phenomenon, is the product of the combination of socio-cultural psychology and human communication, which shares a common communicative function. Since its birth, euphemism has been deeply embedded on social and cultural psychology. As a mild word or expression substituted for one found to be too harsh, hurtful or blunt, euphemism has become an inalienable part of interpersonal and intercultural communication.

Euphemism is not only a linguistic term but also a figure of speech as well. Tan Haiyang (1998:66) defines euphemism as a figure of speech that makes use of pleasant and inoffensive expressions in place of offensive or imperfect things so people will not get shocked or offended.

Adler (1978:66) is quoted as saying that euphemism and taboo are the two sides of the same coin, without taboo, there is no euphemism. Euphemism bears the same meaning of their taboo equivalents but they no longer sound indecent. It constantly reflects the diverse social norms, and different cultural backgrounds between English and Chinese.

As time passes by, euphemisms are more and more widely applied and the word euphemism is not confined to the narrow sense. Shu Dingfang and Xu Jinyuan (1995:19) classifies euphemism into broad sense and narrow sense respectively. The narrow sense refers to the euphemism that is conventional and generally accepted by people after a long period of time. For example, people may use pass away in place of die. The broad sense means that by way of linguistic devices, whether phonetic euphemism or grammar (negation, tense, voice) or discourse (paragraphing), people create euphemistic expressions during communication with others. In this paper, the author mainly touches upon euphemism from the narrow sense.

2. A COMPARISON OF EUPHEMISM IN CHINESE AND ENGLISH

2.1 Pragmatic functions of euphemism

As an effective form of language, euphemism is meant to create a reasonable and comfortable communicative effect.

2.1.1 Replacing linguistic taboos

Human beings live in a specific society that honors etiquette and therefore they are not encouraged to refer to something in an inappropriate or impolite way. Therefore, euphemism is often used out of politeness or consideration of others’ feelings. People make a mention of them in a fuzzy or vague way. For example, private parts for vagina/penis, STD for sexually transmitted disease, AIDS for acquired immune deficiency syndrome, have a period for menstruation, etc.

2.1.2 Masking vulgarity

Sometimes, people may not want to be so outspoken or straightforward when they refer to excretion or sex. Instead, they use fuzzy words and mask the embarrassing reality.

People use implicit vocabulary in a lot of cases. For example, relieve nature for poop, washroom for toilet, ladies room/powder room for female lavatory, make love for have sex etc.

2.1.3 Demonstrating respect

As a social member, people should not discriminate against others on the basis of their gender, race, religion, appearance, color, or disability. and instead they are supposed to respect the dignity of every person and every role in their own community.

In order to show respect for poor people, various jobs, students, and others, euphemism may be adopted in a lot of cases. For example, the needy for the poor, physically challenged for disabled, mentally challenged for retard, substandard housing for slum, below average students for academically poor students, blue collar for manual workers, car beautician for car cleaners, domestic worker for servant, custodian for garbage collector etc.

2.1.4 Concealing the fact

There is no denying the fact that war is always bloody and ruthless and nobody wants to get involved.

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in a battle. In this respect, euphemism is the best coat in concealing the actual scenes for the invaders and politicians. For example, surgical strikes for surprise attack, liberation for invasion, collateral damage for civilian casualties.

2.2 Cultural connotations of euphemism

As a carrier of culture, language is a mirror of a specific culture. Deeply rooted in multiple cultures, euphemism is reflection of rich cultural background. English and Chinese eupheisms reflect different social conventions and cultural norms.

This paper analyzes the similarities and differences in euphemism between Chinese and English from four perspectives: religious beliefs, ethical values, social customs and cultural contexts.

2.2.1 Religious Beliefs

Christianity is a popular religion in the west and as a consequence, it is one source of English euphemism. It is even hailed as the cornerstone of the western culture. The Christian doctrines exert a far-reaching impact on culture, life and language. The euphemistic vocabulary from the Bible, such as death and childbearing, has become acceptable in today’s daily language. Take death as a shining example. In Genesis, God created human beings from the dust of the ground in his own image. So from this perspective, death means return to the dust or pay the debt of nature. For Christians who have faith in God, death just means ascending to the paradise and sleeping in the arms of Son of God. Jesus.

Besides death, there are a great many euphemistic words or phrases pertaining to Christianity. For example, get somebody’s goat means to annoy or anger somebody. It comes from Job in the Old Testament where God tested Job’s faith and patience by allowing Satan to set fire to his goats. Another example, malicious words can be described as serpent’s tongue. Obviously, this is from Genesis where Eve and Adam were tempted by Satan the serpent to taste the fruit from the apple tree and then they were both deceived into committing the original sin.

In western cultures, some folks try their best to refrain from using religious words or the name of God in an attempt not to offend Christians. Therefore, people may say “oh, my goodness” instead of “oh, my god” As a common practice, people will say “God bless you” when somebody nearby sneezes but in order not to blaspheme God, they may take the word “God” away and only say "Bless you".

The euphemisms for death in Chinese come from Taoism and Buddhism. Taoism is one of the oldest native Chinese religions, derived from the ancient Chinese philosopher Laotzu’s philosophy. Taoism describes death as becoming immortal, ascending to the sky and riding the crane towards west. Buddhism originated in India, which lies to the west of China and was later introduced to China. Buddhism holds the belief that after people have endured a lot of sufferings of the present life cycle, they can get into the highest state of Buddhist practice. The devout believers of Buddhism should do good deeds and accumulate enough virtue to be able to reach the Western world of bliss so in the Chinese language, some people use go west, see Buddha instead of directly using the word death.

In fact, there are as many as 481 euphemistic words related to death in Chinese language and around 400 death euphemisms in English. In this respect, a conclusion may be drawn that English and Chinese cultures are both influenced by certain religions and their unique ways of talking about death share some similarities.

2.2.2 Ethical Values

China is traditionally a farming country and a family-oriented culture. In the conventional view of China, life should be committed to the cultivation of virtue, rather than chasing pure happiness and becoming a disgrace for the family. The expression of love between a male and a female must be carried out in the manner prescribed by a set of feudal codes of conduct. In the old days, the marriage of men and women in Chinese society was arranged by their parents and it’s not the outcome of mutual love and admiration. It’s rather based on the need to have children and pass on the family line. There were strict restrictions on male and female communication and feudal etiquette limited the free interaction between men and women. In the Song Dynasty, people even put forward the theory save the law of nature and eradicate human desire. In modern times, with the western influence, especially after the May Fourth Movement, the old feudal ritual was gradually abandoned by people, but nowadays it still holds sway, especially in the countryside.

In the western ethical values, the pursuit of a better life and happiness is the natural purpose of life, and expression of love is a great realization of value of life. In the eyes of the Westerners, life without love will be meaningless and incomplete. The cultural differences are bound to be reflected through language.

The euphemism for sex serves a good example. Sex, whether ancient or modern, belongs to the taboo category, and all words involving sex are generally expressed in euphemisms. However, there is still a marked difference between English and Chinese in the degree of sexual openness. Relatively speaking, Western attitudes are fairly open. In the holy book Bible, some verses even sing high praise of sexual intimacy, as can be read in the Proverbs (5:19) may her breasts satisfy you always, may you ever be captivated by her love. This source can also be traced back to the humanistic thoughts that developed during the Renaissance from the 14th to the 16th centuries. The humanists advocated for the ideas of people first, love of life, the pursuit of love, beauty and the joy of the senses, and they opposed asceticism. e. g. In the West, people are quite open and they may use partner for homosexual spouse, and love child for illegitimate child etc. In Chinese culture, people are strongly influenced by Confucianism, which considers marriage as a very serious and crucial ethical issue. So when it comes to sexual freedom and sexual misconduct, the Chinese euphemisms are mostly derogatory, such as improper relationship, watery poplar and red apricots out of the wall. In traditional Chinese culture, bastard is definitely a taboo word, while the English equivalent love child implies the degree of
understanding and tolerance in English-speaking cultures.

From the analysis of euphemistic words or phrases for ethical values, it is quite natural to come to a conclusion that traditional values still hold sway in China and play an important role in people’s daily life. However, in the west, people are more open and individualistic in their value system.

2.2.3 Social Customs

In various cultures, people treat age in a totally different manner. In today’s western developed countries, job and career are seen more important than family as jobs have a lot to do with one’s honor and life quality. As is well known, Anglo-American culture is centered on individualism. In the Western society, the family structure is loose and most children live separately from their parents after they grow up. As a consequence, the elderly life is lonely and they may feel like they have become their kid’s burden or cumbrance, so old has become a big taboo for lots of elderly people. It means rigid thinking, outdated knowledge, dullness, nagging, stubbornness etc. and there are a lot of euphemisms about old in the English language.

For example, a senior citizen, golden years, past one’s prime, the longer living. As is known, old people’s home is called nursing home in English. However, Chinese culture is centered on family and it reveres the elderly and so, old is not a taboo at all. In Chinese culture, old represents seniority, sophistication, experience, knowledge, maturity, and reliability. People are taught and encouraged to respect their elderly. They even use old when addressing others in an honorific and respectful way.

For example, people use old master for teacher, old Wang for an adult surnamed Wang, old outside for foreigner, and old male for husband.

On subway trains or bus routes in the western countries, you may see the signs priority seat or courtesy seat and these two phrases are a polite way to encourage passengers to relinquish the seats for the old, weak, sick, disabled and pregnant, as is described in most Chinese public transport services. In the west, people are quite explicit in this respect. You may hear subway train announcements call on people to offer their seats to the old, weak, sick, disabled, or pregnant.

In addition, poverty means laziness, impotence and even disgrace whereas wealth means wisdom, power and social status. Though the United States of America promotes equality and human rights, the sprawling wealth gap is still becoming wider and wider. The poor people feel ashamed and they do not want to admit they are penniless and consequently they turn to euphemism. For example, people often hear that I am not in good shape today so I must ask for leave. Here, not in good shape means sick. In addition, feel uncomfortable, be not oneself, be under the weather etc. all mean to be sick.

Ever since AIDS and cancer became life-threatening diseases for human beings, people have got a mentality of terror and repellence. It is out of this reason that mass media always use euphemistic words instead. For example, a long illness is adopted to mean cancer, or some people simply use the C word or the big C in place of cancer.

People may use acronyms AIDS instead of the full name. Recent years have seen more people use social disease instead of sexually transmitted disease or AIDS. In Chinese culture, there also exist a large euphemistic vocabulary that is related to disease. For example, bad legs means limp, inconvenient eyes or cannot see means blind, my aunt comes may mean a menstruation for girls, having a bad brain may mean mental problem, Alzheimer’s for old age dementia. People may have no difficulty in getting the messages from the euphemism but they no longer sound so harsh or disrespectful.

Actually, in both English and Chinese cultures, excretion euphemisms have a lot of similarities in common. Excretion is undoubtedly a physiological phenomenon so a lot of people would love to use some fuzzy words in order not to cause rude or disgusting feelings. For example, Chinese girls may say I have a visitor to mean they have menstruation. Actually, there is no lack of lexical and semantic euphemism in both English and Chinese languages, which reflect the fact that the two cultures both try to avoid embarrassment when they talk about excretion while communicating with each other.

From the analysis of the euphemisms pertaining to social customs--age, poverty, diseases, and excretion, both English and Chinese languages try to avoid using biased, uncomfortable or embarrassing vocabulary for a better communicative effect.

2.2.4 Cultural Contexts

Cultural context is a concept developed by cultural anthropologist Edward T. Hall. He classifies culture into two categories: low-context culture and high-context culture.

People from low-context cultures (mainly in North America and North Europe) rarely depend on the context
of a situation to convey their specific meaning. They assume that listeners know almost nothing and must be told practically about everything. Low-context cultures tend to be more logical, analytical, and concerned with the individual.

As stated by Hall & Hall (1990:183-184), in a high-context culture (such as China, Japan and middle-east countries), the listener is already “contexted” and does not have to be provided lots of background information. High-context cultures tend to be more intuitive, contemplative, and concerned with the collective. Communicators from a high-context culture don’t only pay attention to the words spoken, but also they pay attention to interpersonal relationships, nonverbal communication, physical and social settings as well. In high-context cultures, messages are transmitted by gesture, posture, voice inflection, and facial expressions.

Low-context cultures prefer the linear communication style, however high-context communicators may use spiral logic, beating about the bush and looking at it from many tangential or divergent viewpoints. A conclusion may be implied in an indirect way. So a high-context culture doesn’t really offer a clear hint but delivers an implicit message in most cases.

For example, in Chinese culture, it is a virtue to demonstrate modesty and show respect to the older generation. The younger generation is supposed to address the older generation with Grandpa/Uncle, Grandma/Auntie in front of their family names. In addition, when praised, most people are supposed to be maintain modesty and they may say, “I am not that good. I need to do better. “ etc. However, in English-speaking countries, people may respond, “Thank you. I appreciate what you say” “It’s so kind of you to say so” etc. When others extend an invitation to Chinese people, they may use some vague, implicit language to say no. For instance, “I will try to come. “ But in English culture, people often give an explicit answer, “Yes” to accept or “No” to decline.

These euphemisms may be largely attributed to the different cultural contexts. Chinese culture is a typical high-context culture while most English-speaking countries are low-context cultures.

3. CONCLUSION

Language can be seen as a system of communication that uses symbols to convey deep and profound meaning. These symbols can be words, images and so on. Out of this reason, euphemisms may make use of words that are lexically similar or semantically opposite to replace taboo topics and diminish some possible offensive outcomes. This is what is called semantic euphemism. From a pragmatic perspective, both English and Chinese euphemism breaks the cooperative principle but follows the politeness theory to avoid taboo topics or words to achieve a better communication outcome.

Euphemism is a universal cultural marker. The similarities and differences of euphemisms in both Chinese and English languages reflect the cultural diversity in religious beliefs, ethical values, social customs and cultural contexts. Having a good mastery of the cultural connotations of euphemism in these two languages will definitely facilitate cross-cultural communication and promote mutual understanding.

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Cultivation of College Students' Sense of Responsibility from The Perspective of Normalization of Epidemic Prevention and Control

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Abstract: In the context of the normalization of epidemic prevention and control, ideological and political teachers in colleges and universities pay attention to the cultivation of College Students' sense of responsibility, which is not only conducive to preventing and resolving various risks in the real social field, but also conducive to cultivating new people who take on the great responsibility of the times. Ideals, values and cognition have an important impact on Cultivating Young College Students' sense of responsibility. Cultivating college students' sense of social responsibility through ideological and political courses, ideological and political courses, online teaching and practical teaching is the common responsibility of the state, society and colleges and universities.

Keywords: College Students; Epidemic Prevention and Control; Responsibility; Cultivation

1. REQUIREMENTS OF THE COUNTRY, SOCIETY AND UNIVERSITIES FOR COLLEGE STUDENTS' SENSE OF RESPONSIBILITY

The report of the 19th National Congress of the Communist Party of China pointed out that "great struggle is necessary to realize great dreams". General Secretary (X_JP) has repeatedly stressed the significance of the spirit of daring to win and has high hopes for young people. In the context of the current normalization of COVID-19 prevention and control, cultivating college students' sense of responsibility is directly related to the quality of talent cultivation in higher education and the great rejuvenation of the Chinese nation, and should be included in the teaching of ideological and political theory courses. College students' sense of responsibility plays an important role in the construction of socialist modernization. We can realize the positive guidance of young college students' sense of responsibility from the level of national system design, the level of coordination between various social departments and the level of humanistic quality cultivation in colleges and universities.

(1) National requirements for college students' sense of responsibility
At the political level, green is the bright background of high-quality development of China's current price segment. [1] The realization of a beautiful China depends on the joint efforts of the whole society. In 2021, The State Council issued a series of guidelines on promoting people's life, health and safety. The government encourages various forces to participate in the development of Healthy China and promote the country's innovation in health and medical technology. In recent years, China has continuously strengthened the health responsibility of local governments. For example, under the implementation of the policy of "Both party and government responsibilities" and "one post and two responsibilities", government leading cadres have taken health as an important administrative achievement. At the same time, vertical management of public health management is implemented to achieve one red line control and one vote veto system. These initiatives pave the way for the implementation of a healthy development strategy. At the legal level, public health safety has been written into the law, reflecting China's understanding and emphasis on life and health, and guiding the construction of China's health undertakings. Departmental laws, such as the Civil Code, the Law on Infectious Diseases and the Law on endangering public security, all contain provisions related to citizens' life and health, which provide legal guarantee for the development of public health undertakings. Every unit, institution and individual have the obligation to fulfill their legal responsibilities and promote the development of health services. In the course of epidemic prevention and control, a small number of people violated the moral baseline and even committed crimes, but the majority of epidemic prevention and control personnel dared to fight resolutely against those who violated the regulations, and achieved a major victory in epidemic prevention and control. At the cultural level, the state has made great efforts to establish citizens' concept of health culture, integrating public health knowledge into the existing education system, for example, there are health culture-related courses in compulsory education and higher education. In addition, the state vigorously propagates the Marxist concept of life, encourages the creation of works with a culture of cherishing life, and constantly fosters a moral trend that takes pride in protecting public health, so as to improve people's health culture.

(2) Social requirements for college students' sense of responsibility
Strengthen the design of social system, make the government functional departments and enterprises and institutions to form a joint force, jointly improve the responsibility of young college students. Government departments should strengthen safety constraints on medicine and food, and improve the responsibility of...
administrative departments in public health. At present, many young college students have a misunderstanding of healthy lifestyle, but under the influence of liberalism, extreme individualism and other ideas, they eat food with hidden safety risks. This requires all social departments to guide the ideas of young college students and cultivate their sense of social responsibility. Cultural and publicity departments should do a good job in the news and publicity work under the new situation and encourage citizens to practice a safe, hygienic and healthy lifestyle voluntarily. Local enterprises may cooperate with colleges and universities to provide financial assistance and technical support for health, safety and hygiene projects of college students in their innovation and entrepreneurship. The law department can go into the campus to promote the cultivation of the legal awareness of health and safety among college students, and the environmental protection department can educate college students about ecological civilization. The ecological civilization education of young students by social institutions is beneficial to improve their awareness of public health responsibility.

(3) The requirements of colleges and universities for college students' sense of responsibility
In the new era of socialism, colleges and universities should cultivate students with moral integrity and sense of responsibility. Students' sense of responsibility does not come naturally. It needs continuous learning, reflection and improvement. College teachers should educate students to study independently, lay a solid foundation, firm their ideals and set up goals. In ideological and political courses in colleges and universities, teachers should actively spread the concept of health, promote health culture and impart health knowledge. The traditional virtue and revolutionary spirit should be integrated into the cultivation of college students' social responsibility. In ideological and political class, teachers should not only cultivate students' sense of responsibility through classroom teaching content, but also go into the society and cultivate students' behavior of caring for public health through practical teaching activities. The ideological and political teachers should carry out health education to cultivate the sense of responsibility of college students. Domestic universities have launched various forms of environmental health activities, such as graduates struggle with the discarded waste, strive to find a home for their old things, so that they can be recycled; Students try to influence more people around them with green behavior. There are also some medical students in colleges and universities who actively volunteer to spread the concept of healthy life to the public. Many schools are making full use of local anti-EPIDEMIC elements and using typical anti-epidemic stories as realistic materials for students' awareness of responsibility. The combination of the theory and practice of college students' responsibility can promote the integration of knowledge and action in epidemic prevention and control.

2. THE ROLE OF IDEALS, VALUES AND COGNITION IN CULTIVATING COLLEGE STUDENTS' SENSE OF RESPONSIBILITY

Since China entered the new era, the situation of social governance is extremely complicated. To win the battle against the epidemic, we need great courage and extraordinary wisdom, which requires education to play a role. Influence college students' sense of responsibility through ideal belief, social trend of thought and cognitive level.

(1) Ideal and belief is the beacon of cultivating college students' sense of responsibility
The century-long struggle of the Communist Party of China fully demonstrates the great role of ideals and beliefs. Ideals and beliefs provide a strong spiritual motivation for people's actions in the fight against the epidemic, people across the country have made remarkable achievements in the prevention and control of the epidemic, and people generally feel the importance of following the epidemic prevention and control regulations, such as consciously scanning health codes, wearing masks and avoiding gatherings. However, the western media often criticize China's protest measures on the grounds of human rights. First of all, western media mainly reported on the causes of the outbreak in Wuhan and the problems in prevention and control, which were often not objective and unfair. Second, most western news media report negatively on China with bias, ignore the sacrifices and contributions China has made to the world, and exaggerate the shortcomings of China's epidemic prevention and control. They report with lots of pictures, sound clips and videos, false propaganda, overgeneralization, exaggeration and distortion. Even fake news. Thirdly, western countries employ professionals to write hand-written articles to smear and disparage China. The constantly updated articles criticizing China are constantly suppressing our national pride. Under the fierce attack of western media, some college students are blinded by their information, and lack attention to China's epidemic prevention and control achievements, and do not pay enough attention to college students' sense of responsibility. COVID-19 is testing China's capacity for national governance. [2] in fact, since the outbreak of the epidemic, China's samples of epidemic prevention and control have provided a successful example for resolving the global COVID-19 crisis. College students should stand up and speak out bravely, consciously resist the cultural white ants and hegemonism of western countries, promote the spirit of daring to struggle and win, and strive for the prosperity and dignity of the nation.

(2) Value judgment is the yardstick to cultivate college students' sense of responsibility
Under the influence of massive information in the information age, the values and concerns of college students also present a diversified state. on campus, some students think that they stay on campus and epidemic prevention and control has nothing to do with them. Under the influence of liberalism, some college students pursue individual freedom, ignore the epidemic prevention and control regulations and go their own way, weakening their sense of responsibility and moral quality. Freedom is a kind of value, but when one pursues freedom, one should not affect the freedom of others or ignore the interests of
society. College students have the freedom to chase stars, but if only chasing some Internet celebrities, such as anchors, stars, etc., is not enough, so easy to fall into the mire of hedonism. College students have the freedom to pursue wealth, but the pursuit of wealth should be moderate, in order to prevent sliding into the abyss of money worship. In fact, the elite do not necessarily have a lot of wealth, but must have an open mind, continuous learning ability, willing to change the world. A man may not need as much as he thinks. Yuan Longping, Steve Jobs and other influential figures of the time who are committed to changing the world are all minimalists. Those who have made great contributions to mankind should be idolized by college students. None of the world's top 10 luxury items has anything to do with material things. The real value of life lies in the dedication to the society, learning to overcome greed and selfishness, to meet their own needs through honest labor, and to help others within their ability should be the pursuit of moral values for college students.

(3) Cognitive level is the starting point for cultivating college students' sense of responsibility

The aim of education is to cultivate healthy people. In the aspect of cultivating college students' sense of responsibility, the educational development level of family and society is disjointed from that of college education. Some college students perform well in study, but lack moral quality in life, such as lack of self-discipline and collective consciousness. In terms of school education, responsibility consciousness education is reflected in public basic courses of ideology and politics, and some collective activities are carried out in student groups. In general, there are few teaching contents involving responsibility consciousness. Many students have a relatively simple understanding of the responsibility of epidemic prevention and control, thinking that it is mainly the responsibility of the government, enterprises and society, but they do not realize that they are also a member of society and epidemic prevention and control is everyone's responsibility. College students are the witnesses, creators and practitioners of the new era, and should respond to the call to build a healthy China. First, correctly handle the relationship between individuals and others and society, learn to be responsible for themselves and others. Second, study hard science and culture, after graduation for China's modernization, improve the industry chain and manufacturing level to make positive contributions. Thirdly, establish healthy concept and industry chain and manufacturing level to make positive contributions. Finally, we should promote a harmonious and clean Internet environment with the concept of safety and health. The popularization of the Internet makes high-quality resources can be shared, but there are also problems such as the rapid spread of false information. For example, in the early stage of the outbreak, there was a lot of false information on the Internet, which made it difficult for many netizens to recognize the truth. College students all hope to have a clean and clean network environment, which requires us to play a brave fighting spirit, win the battle for the health of the network space, to provide power for the healthy development of the network. Secondly, the form of social responsibility education for college students through online platforms is more flexible and richer in content, which is more conducive to the practice of students' sense of responsibility. For example, teachers can use network mini-programs to carry out questionnaire survey, find out the current situation of college students' sense of responsibility, master the practice of their sense of responsibility, and then teach students according to their aptitude to carry out sense of responsibility education. Thirdly, online health responsibility education classes can be established, students' responsibility awareness education can be carried out in the form of open classes, and online and offline mixed teaching can be carried out.

(2) Cultivate college students' sense of responsibility through practical teaching

Carry out practical education on the awareness of responsibility for epidemic prevention and control. The outbreak of COVID-19 has once again reminded people not to take too much from nature. We need to look at our relationship to other species, our relationship to nature. Everyone should cherish life and enhance their sense of mission. In the fight against the epidemic, hundreds of thousands of young volunteers have actively provided voluntary services. The spirit of patriotism and responsibility displayed by the volunteers reflects the Spirit of China in the new era. [3] Groups of heroes have emerged across the country. Young college students can learn the spirit of responsibility from typical figures. Under the normal situation of epidemic prevention and control, colleges and universities should always strengthen epidemic prevention, call on college students to consciously abide by the relevant provisions of epidemic prevention, and make due contributions to the final victory of the fight against the epidemic. College students should realize the opportunities of The Times they are in and the historical responsibilities conferred by the new era, and integrate their ideal goals into the Chinese dream of the great rejuvenation of the nation. College students should unify the coordinate of personal growth with the needs of national development and devote themselves actively to the great practice in the new era. The concept of responsibility is an important content of
youth ideological education in the new era. In terms of specific construction of social public health and safety, college students should develop good habits of paying attention to hygiene, caring for the environment and persisting in physical exercise, create a harmonious and healthy living and learning environment, and influence people around them with their sense of responsibility.  

(3) Cultivate college students' sense of responsibility through ideological and political courses  
Cultivating college students' sense of responsibility can adjust the nature and direction of college students' behavior, and help to improve their life realm. The teaching of professional courses in colleges and universities can be carried out in the way of green classroom, which is people-oriented, respects students' own needs and stimulates students' learning drive. Cultivating college students' social responsibility in the course of ideological and political education can enrich the content of ideological and political education. Although ideological and political courses are the main field of ideological and political education in colleges and universities, specialized courses also play an important role in guiding students to cultivate moral character. Using professional skills, college students can change the people and things around them and make them live better. In this process, the sense of gain and achievement of college students should be strengthened, so that the cultivation of responsibility consciousness is not vague, and it is really implemented. The process of epidemic prevention and control has fostered a spirit of patriotism, science and responsibility. For example, in Wuhan city first outbreak, protective articles and medical supplies is extremely scarce, Wuhan university computer professional students learned that the situation after, immediately organized, overnight for network platform construction, the hospitals need supplies with donors, aid workers, quick resource allocation has saved the life of many patients. This group of college students raced against time to fight against the epidemic and put the sense of responsibility into concrete actions, making great contributions to the patients. We must use science and technology as the most powerful weapon to defeat the epidemic. Young college students should strengthen their sense of responsibility in professional learning and use professional skills to build a healthy China.  

4. ENDNOTES  
In the new journey of building socialist modernization in an all-round way, college students should keep in mind general Secretary Xi's message to the youth, actively respond to the party's call, and take practical actions to shoulder the mission of The Times. Young college students consciously fulfill their mission, which is conducive to their all-round and free development and write a youthful style in the construction of a healthy China. It will help advance the national security and development strategy, win the battle against the epidemic, and make unremitting efforts to protect people's lives and health.  

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Garden Life in garden Paintings of song Dynasty

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Abstract: The Song Dynasty is the mature period of classical garden development, with the development of garden, the song Dynasty Garden theme painting is increasing, from which we can see the garden life of song people. the garden paintings of the Song Dynasty reflect the aestheticized life of literati in the elegant and quiet place of the garden, and show the daily life of women in the garden and children playing, thus revealing the pursuit of spiritual life of song people.

Keywords: Song Dynasty; Garden theme painting; YuanJu life

1. INTRODUCTION
In the long history of classical garden development, the Song Dynasty was the mature period of classical garden development, and achieved very high artistic achievements. With the development and prosperity of gardens, there have been many garden theme paintings. Zhou Weiwei once pointed out that there were many people in the Song Dynasty who directly depicted gardens. "From the Northern Song Dynasty to the Southern Song Dynasty, landscape and garden life became more and more subjects that painters devoted their efforts to. Not only focuses on the overall layout of the garden, even some details or local, such as mountain, stone, architecture, sketches, plant configuration, etc., are also described in detail. [1] Garden paintings of the Song Dynasty have opened a window of garden flowers for future generations, which is a window for us to understand the garden life of song people. There have been relevant studies on garden-themed paintings in the academic world. For example, Liu Chenyun's Research on Chinese Garden Paintings explores the relationship between garden themes and painters' emotional expression [2]. Wu Xiaoming of the Central Academy of Fine Arts in the Middle and Late Ming Dynasty, A study of the literati garden theme paintings in the middle and late Ming Dynasty, traces the cultural origins of garden theme paintings, analyzes the relationship between literati garden theme paintings and gardening, as well as the life and ideals of literati expressed in them [3]. In addition, there are on the garden in the Ming and qing dynasties porcelain painting research theme, such as the American scholar institute the nymphs of immortality: the ancient Chinese landscape painting landscape and garden in the Ming and qing dynasties from the painting [4] examine the original landscape culture, British scholar maggie Kaiser g book "Chinese garden", "eye of the painter" chapter analyzed the garden and interactive relationship of painting [5]. the existing researches mainly focus on the Ming and Qing dynasties, but there are few researches on the garden paintings of the Song Dynasty. This paper focuses on the garden paintings of the Song Dynasty, and presents the mirror image of the colorul garden life of the Song Dynasty from three aspects: garden banquet, quiet leisure, and garden life of women and children.

2. GARDEN BANQUET SET
Garden assembly with the emperor as the center of the banquet set, there are also scholars banquet set. the feasts were mostly political and were held in royal gardens or private homes of princes and nobles. Legend for Ma Yuan "lights shi banquet" depicts the Lantern Festival Yang Cishan royal gardens shi feast, the father and the son of visible mountains near water, pitch looks different trees, shaded by a castle in the house between landscape trees, close shot visible inside and outside the palace maids and dance are busy attendants, we can feel happy, lively, peaceful, festive holiday atmosphere. the performance is the southern Song court of the major banquet set activities. Li Song's painting "Water Hall for Cooling" (Figure 1) depicts the exquisite landscape of the palace. In front of the corridor bridge of the water Hall in unique shape, the lake stone trees are in a horizontal posture, and the swaying weeping willows seem to be brushed by the breeze, which is extremely dynamic and aesthetic. the master is standing in the water palace, leaning on the railing and looking, two attendants are putting the sailboat into the water, reflecting the water palace cool leisurely and comfortable. Literati banquet set more held in private gardens, the song Dynasty literati banquet set is more famous xiyuan Elegant set. According to the activities, Li Gonglin drew the Collection of Xiyuan Ya Map. Su Shi, Huang Tingjian, Li Gonglin and other people in the Garden reading, painting, playing the qin, Taoism and so on. It contains a rich variety of elegant collection, which shows the ancient people's enjoyment and pursuit of life.

Figure 1 Water Palace for Cooling by Li Song
Aficionado quietly, listening to music is one of the important activities, garden gathering guqin is literary intelligentsia of cultivate one's morality, the botanical garden is the best place to their aficionado quietly listen to music, between landscape nymphs at large capacity and,
in the understanding, drum music to amuse themselves, jean person's soul is in sound into "dao" in the garden, do "is the imperial court, shall be designed to nymphs" [6]. The painting "Listening to the Qin" by Emperor Huizong of song Dynasty is a typical work of listening to the qin in the Garden. [Due to the title and inscription of Emperor Huizong, the work was once thought to be painted by Zhao Ji. After research by scholars, this painting is a painting of emperor Huizong Zhao Ji playing the qin in the palace.). the fiddler, wearing a Taoist crown on his head and a mysterious robe, sits at the fiddler's table with his shoulders sunk and elbows dropped. His attitude is relaxed and his right hand is used as a gesture to concentrate on fiddling. the two courtiers and the boy are listening attentively to the piano, as if immersed in the wonderful music. Pine green bamboo, different flowers in the fumigator, create an elegant and free from vulgarity atmosphere. It is said that songyin Songqin (FIG. 2), written by Liu Songnian, shows the style of the scholar playing the qin in the garden. Under an ancient pine tree like a cover, two people sit opposite each other, one caresses the instrument, the other listens, the attendant boy also listens attentively, the figure looks calm and serene, seems to be immersed in the wonderful music of the instrument. the painting "Listen to ruan", now in the Taipei Palace Museum, was painted by Li Song in the Song Dynasty. In the picture, the scenery is quiet and tranquil. Trees are covered with green shade, and strange stones, plantains, flowers and grass jointly create a beautiful garden environment, showing the scene of a senior scholar listening to a female bullet and ruan.

Figure 2
The literati also had many other daily leisure activities in the garden. "Starting from the Middle Tang Dynasty, most scholar-officials were scholars and scholars who were fond of the ancient world, and the custom of collecting ancient artifacts and appreciating ancient calligraphy and paintings gradually became popular among them. It reached its peak in the Song Dynasty and developed into a learning" (Zhou Zheng-wei, History of Chinese Gardens, Beijing: Tsinghua University Press, 2008, p. 269). Song Dynasty retro trend of thought rise, ancient fashion day prosperous. There are many scenes of literati appreciating ancient artifacts in garden paintings. Such as Jian Gu Tu by Qian Xuan, Bo Gu Tu by Liu Songnian and Bo Gu Tu around the Furnace by Zhang Xunli (Figure 3). Liu Songnian "antique map" and Zhang Xunli surround furnace antique map, both painting around a square table, the rear bed, with a screen or large flower terraces of the division of space, in the form of hang a picture to appreciate, understand those ink, and master the techniques, the gully, in order to get promotion for his creation, and predecessors' thoughts to get through, in different time and space of dialogue.

Figure 3 A sermon "Bogu Painting around the Furnace"
Tea was essential for ancient people to serve guests, which is often reflected in paintings. According to legend, in the Eighteen Bachelors Drawing by Liu Songnian, there is a scene of bachelors listening to music and enjoying tea among bamboo forests. the book munhuido, written by Cho Gil, depicts a scholar enjoying tea and vegetables in a garden. In front of the willow tree is a tea preparation area, where children carry teapots or scoop tea with long ladles. A cup holder, tea bottle, tea box and other objects are also placed beside it. the courtyard is shaded by trees and surrounded by carved railings. According to legend, the "Water Pavilion Tea Tasting Map" by Wang Xian in the Northern Song Dynasty: In the garden water pavilion, the garden owner and guests sit opposite each other and appreciate the hand scrolls, while the child is cooking tea for guests. Zhang Xian's "Ten Yongtu" depicts a scene in a garden pavilion where Matthew Shou accompanied the two couples to play chess. the chess players looked intently. In addition the southern Song Dynasty anonymous "mountain house playing Chess figure" is the performance is in the mountain house grass hall, two people sit on the floor playing chess scene, distant mountains open, near the verdant trees.

These paintings record the life of literati in the background of the Times in the form of images. It can be seen that the literati in the Song Dynasty have the ultimate pursuit of life interest. In addition to these small gatherings in private gardens, there are also depictions of large-scale entertainment
activities of the Song people. Legend has it that the painting for jinming Pool, drawn by Zhang Zeduan, depicts the scene of the competition for the water opera in the Jinming Pool in the capital bianjing of the Northern Song Dynasty. Jiehua through images around the garden wall, for detailed describes the main building, garden water dragon boat staggered on either side of the dragon boat, the flag of the people in the bow, as if is disturbed, creating exciting for the atmosphere, the shore TaoHongLiuLu, crowded, noisy, show the northern song dynasty taiping ShengShiJun citizen. It can be seen that both sides of the elegant and vulgar life in the garden paintings of the Song Dynasty have been reflected.

3. RELAX IN A QUIET PLACE
In the paintings of the garden theme of song Dynasty, there are not only the living state of the garden where the literati meet, but also the mirror life of the garden owner who is alone in the garden, reading, observing nature, or sleeping in the garden.

Reading is the daily life of the garden owner, such as Liu Songnian's Yi Reading Picture in the Autumn Window. the picture shows distant mountains, green pines, lake rocks, red maple, running water and the study together constitute a quiet garden environment. the garden owner sits near the window and reads the I Ching. Another example is "Liu Tang Reading Picture" by anonymous author in the Southern Song Dynasty, which shows the scene of a scholar reading quietly in front of a window in the garden of a lake house. Li Tang's Picture reading through the Snow Window depicts a scholar reading in the hall on a snowy day. These works with rich scroll breath, literati object is populated in the picture, picture to study as book, pen and ink, ink stone material, it has to do with the universe, its purpose is to build an ideal universe model in aesthetic form. " [Wang Yi: History of Chinese Garden Culture, Shanghai: Shanghai People's Publishing House, 2004, p. 292] the contemplation of the literati in the garden, or leaning on the railing to enjoy a plum tree, or standing on the pavilion overlooking the pines and cypress. "Whether it is a complete garden landscape system or the integration of these landscapes with the universe, its purpose is to build an ideal universe model in aesthetic form. " [Wang Yi: History of Chinese Garden Culture, Shanghai: Shanghai People's Publishing House, 2004, p. 292] the contemplation of the literati in the garden is actually to understand nature, to integrate their body and mind into nature, to embody their personality and even the ideal of the universe, and to profoundly reflect their cosmology of "the moment of heaven and man". Southern Song Dynasty anonymous "Gao Shi Lin Overlooking the picture", the picture is the performance of the beautiful landscape. In the painting, the landscape, flowers, trees, pavilions, xuan and winding Bridges constitute a beautiful living garden environment. In the xuan room building, which is open on all sides, the garden owner can touch the piano by the water and read books at his desk. In the picture, he looks into the distance and watches the scenery, which is in the eyes and in the heart, reaching the realm of "harmony between heaven and man". In the picture of High Scholars Observing Water (FIG. 4), a famous work of the Southern Song Dynasty, branches are all around it. In the xuan pavilion built next to the water, the ink and brush of the books on the case seem to have just been laid down, and a high scholar is leaning over the railing to collect his heart and meditate.

Figure 4 Anonymous "Gao Shi View of Water"
A bird stands on a stone in the lower left corner of the picture, adding a bit of life to the picture. What the picture shows is exactly the zen state that gao Shi realized: "Nothing is nothing and nothing is normal and comfortable" [Puji (Song): Zhu Junhong, Five Lanterns Will Be Yuan, Volume 2, Haikou: Hainan Press, 2011 edition, page 102]. In the painting of Enjoying the Cool in lotus Pavilion by Zhao Lingquan in the Northern Song Dynasty, a man can be seen sitting in the pavilion through the window in the lower left corner. In front of him is a large area of lotus in full bloom, while in the distance are the mountains stacked on top of each other. Through the picture, it seems that we can also feel the fragrance and coolness of lotus wafting from the lake with the breeze. Ma Yuan's Picture of Ancient Pine Mansions (Figure 5) adopts the iconic "dragging branch method" to show the setting sun and the people in the building alone against wisteria.

Figure 5 Ma Yuan's Picture of Ancient Pine Pavilion
Sitting alone in the evening who is a companion, crape Myrtle flower to Ziwei Lang "poem set each other off. Ma Yuan's Book of the Proposition of the Emperor of Song shows nzung's life in different scenic spots of the imperial garden in a typical and concentrated way. The tranquil environment of the garden is very suitable for
rest and leisure sleep, such as Zhao Tycoon's "Liyuan Idle sleep map", also known as "Wei Province Evening map" [about the name of the work, liang Qingbiao, a collector in the Qing Dynasty, the old title "Wei Province evening", "Shi Qu Treasure ji continuation" also from its name. In modern times, there are two understandings: one is that "Wei Province evening" and the painting is not appropriate, should be called "Wei Ting nap picture", see the Complete Works of Chinese Fine Arts; First, Yang Renkai believed that Liang Qingbao mistook litchi for crape myrtles, so it should be renamed "Litchi Courtyard Rest Picture", see Records of Ups and Downs of National Treasures). In the courtyard, litchi trees were rich in fruits and thick leaves cast cool shade. Cool bed, a scholar closed his eyes, very comfortable. "Pagoda Shade in Summer" (FIG. 6) by an anonymous writer in the Song Dynasty depicts an old locust tree covered by shade in a courtyard in mid-summer, cool and pleasant. In the painting, gao Shi sleepy reading, on the low couch toplless breast peacefully sleep, look free and easy. All of them show the carefree and leisurely state of daily life.

FIG. 6 "Pagoda Shade in Summer" by anonymous

People in the Song dynasty enjoy themselves by watching mountains and rivers, playing the qin and reading, resting and sleeping, feeling the changes of heaven and earth and time from nature, settling down in the mountains and rivers, devoting themselves to self-cultivation and learning, and fulfilling their pursuit of the road. Garden contemplation is their way of life, in contemplation of the true meaning of the dharma of nature, to achieve the zen realm of self as one.

4. GARDEN LIFE FOR WOMEN AND CHILDREN

Garden considerable, can swim, can live, beautiful and safe environment is most suitable for women and children activities. Children can play in the garden, which is an important theme of garden painting.

In the Song Dynasty, when garden painting was more mature, there were Su Hanchen's Opera Baby Picture and Qiu Ting Opera Baby Picture. Lost the name of the "small court baby play" "winter baby play" and other children's garden play as the theme of the painting works.

Legend has it that "Winter Baby Play", written for Su Hanchen, depicts two siblings playing in a garden in winter, with plum blossom and camellia flowers blooming beside the lake rocks and green bamboo trees around the landscape is very typical. Two young children with cute faces are playing with kittens, presenting a scene of a happy and happy life.

On Dragon Boat Festival Day, in the rich and exquisite garden, many children are playing here, with various kinds of toys scattered on the ground. These babies are brightly dressed and smiling. Some are catching dragonflies, some are picking lotus leaves, some are playing roughhouse, some are waving flags, some are beating cymbals. The whole painting records a carefree and happy childhood.

FIG. 7 Axis of Chongwu Baby Drama by Su Hanchen

The anonymous on the dates of the song dynasty ", an old, big jujube garden Angle with fruit, has seven children rushed to date, the author described children to pick a date when different dynamic too lifelike, children dressed in colorful organza, or on the tree to pick a date, or use the garments to wrap up, or take ZhuBian jujube cap on his head, or possessed collecting on the ground, look different, modelling is vivid and interesting, delivering a child Children share the joy of the fruit.

Quiet and beautiful private garden environment is the best place for boudoir women to spend their time. Song Zhao Boju's "Han Palace map" depicts the scene of concubines ascending to beg for skill on the Qixi Festival. Song Dynasty anonymous "worship the moon map" depicts the moonlight, huatang, a lady is hands together pious worship the moon. Song Dynasty Su Hanchen "makeup beautiful ladies figure", according to legend Wang Xian's "xiu Xiao mirror figure", are the performance of women garden mirror dressing situation.

Collection of American Folier Art Museum song Dynasty anonymous paintings "Tang and Song dynasty celebrities collection - white painting ladies", the garden hall around the vegetation is sparse, a scholar sitting on the bed, is watching the water, demeanor, elegant and quiet, standing next to the maid holding books. Wang Xian "fly pavilion delay wind map" draw 2 ladies, stand tall open floor, lean on the railing overlook, enjoy the cool and cool breeze, carefree. Another woman is looking at antiques in the pavilion with a dedicated expression. Before the building ancient pine Qiu Zhi hovers, in the bush exposed save tip
Now stored in the Tokyo National Museum, the Palace Maid painting by Liu Songnian of the Southern Song Dynasty (FIG. 8), in a corner of the garden, lake stones, flowers and plants and phoenix bamboo form an exquisite small scene. A little boy was splashing in the water beside a large basin of frozen fruits. He turned to look at a woman with a head full of pearls and rich clothes, her face excited. The lady on the left of the picture is peeling fruit under the service of a concubine, the cool and sweet summer fruits vividly vividly. It is said that Liu Songnian made another painting "Palace Ladies" (Figure 9), which shows the daily life of the noblewoman in the palace embroidery in the garden of flowers and flowers. Li Song painted the "painting railing Tour map" depicts the leisurely mood of a woman talking in the garden.

The prosperity of gardens in the Song Dynasty directly affected the artists' choice of the theme of their paintings, and the garden culture space was constructed in the paintings. The people and things in the distant garden time and space were frozen in the paintings. By appreciating garden paintings, we can look back at the garden living conditions of song people and understand their pursuit of beauty and recognition of Tao in daily life, which is of great significance and value.

REFERENCES
Analysis Of China's Foreign Trade Commodity Import and Export Trends Under the Background of Big Data

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Abstract: In the context of my country's continuous development and construction, the popularization of Internet information technology has also promoted the country's foreign trade development model. Among them, the transformation and upgrading of the import and export of cross-border trade commodities has promoted the country's economy, but there are still some uncertain factors that need to be further explored by relevant scholars. This article first expounds the development status of my country's cross-border trade commodity import and export under the background of big data and the development direction of trade commodity import and export transformation, and then discusses the countermeasures for the development of cross-border trade commodity import and export under the background of big data, and puts forward personal opinions.

Keywords: Big Data; Foreign Trade; Commodity Import And Export

1. INTRODUCTION
After the advent of the Internet era, China’s cross-border trade has entered the e-commerce period, but foreign trade is facing a diversified market environment and has ushered in many new opportunities and challenges in its development. How can we find its development trends and characteristics? It is very important for the foreign trade industry.

2. ANALYSIS OF THE STATUS QUO OF MY COUNTRY'S FOREIGN TRADE COMMODITIES IMPORT AND EXPORT UNDER THE BACKGROUND OF BIG DATA
2.1 Overview of China's foreign trade commodities import and export
In recent years, China’s cross-border trade commodity import and export industry has developed very rapidly. According to statistics from relevant departments, China’s cross-border trade commodity transaction volume was 1.8 trillion yuan in 2011 and reached 2.3 trillion yuan in 2012. A breakthrough of 3.1 trillion yuan, it can be seen from this that China's foreign trade import and export market has great demand and potential. Although the development trend of my country's cross-border trade e-commerce is relatively rapid, the overall development level is not good. Under the trend of globalization, the proportion of my country's foreign trade will become larger and larger. By 2016, it will reach 19%, and the volume of cross-border trade transactions will reach 6.5 trillion yuan. Because the import and export of cross-border trade goods is driven by the Internet and international logistics, the cost is reduced and the links are reduced, which is hugely attractive to many small and medium-sized trade export enterprises [1].

2.2 Development Trend of my country's Foreign Trade
The growth of the cross-border trade commodity import and export industry is an emerging industry. In 2013, there were as many as 5,000 Chinese e-commerce platform companies, and as many as 200,000 merchants who started trading through Internet platforms, such as China’s Alibaba and Dunhuang. Has established a good brand effect abroad. Both the transaction links and services of Dunhuang.com's B2B online transaction and trade service platform are based on information technology and break the traditional trade model. Shanghai Cross-Border International Trading Co., Ltd. promotes B2C overseas factory direct sales websites, which are used to establish cooperation with some foreign businesses. In this context, some small and medium-sized enterprises have also seen development prospects, using foreign trade commodities to rapidly expand their own strength, and when they accumulate sufficient capital, they can form their own corporate culture. The core driving force for the development of e-commerce is big data. The establishment of an e-commerce service platform from the massive data makes use of big data functions to better provide convenience for cooperative enterprises and consumers, while further improving work efficiency and service quality. Work online and offline. At present, the development trend of cross-border trade commodities import and export under the background of big data is still unstoppable. The import and export market for cross-border trade commodities is very broad, because his goals are becoming more and more extensive. He has established close trade relations with countries around my country, Japan, South Korea, North Korea, Hong Kong and Macau, and traded import and export on different cross-border e-commerce platforms. There are also differences in the market share of commodities, but the deepening of the global integration economy has also allowed the foreign import and export markets of cross-border trade commodities to gradually cover the world.

2.3 Problems in my country's foreign trade
The development of my country's cross-border trade commodity import and export industry started relatively late. The State Council only formulated a series of policies to encourage this industry in 2012. However, as an emerging trade model, many of China's policies and systems have not kept up with the pace of development. The nature of cross-border trade e-commerce is basically...
the same, but the lack of scientific industry norms can easily lead to vicious competition in the market, and some relatively small trade brands do not lose the best development opportunities due to imperfect institutional systems. At present, most of the payments for the import and export of foreign trade commodities are carried out on third-party platforms. It is difficult to guarantee the security of the payment. In addition, the market supervision is not in place, so the risk problem is even more serious. Because of the imperfection of the cyber security credit system, big data is like a double-edged sword, bringing opportunities for the import and export of cross-border trade commodities, but it may also endanger commercial secrets or funds. Just like in 2010, about 100 million consumers were victimized by false information and fraud on the Internet, amounting to 15 billion yuan. Investigations by relevant departments show that some people have spending power but they do not shop online, and most of them are affected by online credit. Only under a unified market legal mechanism can the circulation of commodities be made safer and smoother, but the import and export of cross-border trade commodities will also be affected by the policies and regulations of various countries, which must also be paid attention to [2].

3. DEVELOPMENT DIRECTION OF MY COUNTRY’S FOREIGN TRADE COMMODITY IMPORT AND EXPORT UNDER THE BACKGROUND OF BIG DATA

My country’s foreign trade has been in a leading position in the international market since it was 112.7 billion U.S. dollars in 14 years, but the negative impact of anti-dumping lawsuits on foreign export companies is not rare. There are many enterprises whose industrial structure is not perfect. Most of the domestic industries are dominated by primary and secondary industries. After the reform and opening up, sufficient labor has solved the employment problem in our country, and foreign trade has also formed a huge driving force: but these industrial structures are no longer satisfied. The development needs of my country’s foreign trade industry. In addition, the cross-border trade commodity import and export industry is unevenly distributed in the domestic market. The eastern coastal areas obviously have a high total trade volume, but the western inland areas have a low proportion of foreign trade imports and exports. This is also a point that the country must pay attention to. There is also the need for China to further transform and upgrade in cross-border e-commerce, gradually transform the primary and secondary industries into a diversified industrial model, and gradually shift foreign sales from developed countries to neighboring developing countries. This is the mainstream trend of future development [3].

4. My Country’s Foreign Trade Commodity Import And Export Development Countermeasures Under The Background Of Big Data

First of all, industry regulations must be improved and the foreign trade industry must be encouraged to get involved in e-commerce. The current development of the cross-border e-commerce industry is not perfect. This requires the government to do a good job of macro-control and propose some regulations, policies and laws to maintain market order and avoid vicious competition. The government encourages and supports large-scale foreign trade enterprises and requires them to promote the common development of other small and medium-sized trading enterprises. Secondly, to strengthen the construction of a network security system and use big data to help the development of the service industry. The country must increase investment in network security communications, especially for cross-border traders. It is necessary to maintain customer and corporate information and establish a secure closed channel for payment. In order to make consumers feel at ease. Finally, it is necessary to combine standardization and localization to strengthen the development of markets in neighboring countries. The regional development of my country’s foreign trade is not coordinated. Most of them tend to import and export commodities from developed countries. This must be improved. More trade relations should be established with neighboring developing countries. This can reduce the cost of import and export logistics and balance the market [4].

5. CONCLUSION

To sum up, the cross-border foreign trade commodity import and export industry is the mainstream trend of my country’s future development. However, in the face of various problems, the government needs to do macro-control, find and solve problems in time, and build a safe and reasonable environment for foreign trade. Promote the development and construction of the country.

REFERENCES


A Brief Analysis of the Practical Application of Scaffolding Teaching Method in College Dance Teaching

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Abstract: With the development of education reform, colleges and universities have paid more and more attention to dance teaching. After recognizing the problems in the traditional teaching mode, they began to work hard to implement teaching reforms. Not only colleges and universities should pay attention to dance teaching, for college dance teachers, it is also necessary to change the teaching method, proceed from the actual situation of the students, and meet the development needs of the students. This article mainly analyzes the application of scaffolding teaching method in college dance teaching.

Keywords: Scaffolding Teaching Method; Dance Teaching; Application

1. INTRODUCTION
The current physical fitness survey of college students in my country shows that although there has been a certain improvement compared with the data of previous years, there is still a large gap compared with the expected goal. As a new type of exercise method, dance has become The sport most accepted by students. However, there are still problems in the actual dance teaching in colleges and universities. Scaffolding teaching method means that teachers build a new knowledge platform based on the actual situation and development needs of students. As a conceptual framework, it can help students better understand the problem, and secondly, it can also build a good and enjoyable learning. Atmosphere, enhance students' enthusiasm for learning, thereby enhancing learning efficiency.

2. CURRENT STATUS OF DANCE TEACHING IN COLLEGES AND UNIVERSITIES
With the advancement of education reform, improving the quality of students and promoting all-round development has become an important development direction of education, which also puts forward higher requirements for teachers' teaching ability. However, there are still many problems in the current dance teaching in colleges and universities. The first thing is that the school does not pay enough attention to dance teaching. Although the slogan of quality education has been put forward for many years, in the teaching process of some colleges and universities, dance teaching is still regarded as a subsidiary subject, and it is considered that its entertainment is much higher than that of education, so that the amount of class schedule is far inferior to others. In knowledge subjects, the students' dance teaching time is not satisfied, and the teaching efficiency has always been at a low level [1]. This kind of biased concept also appears in the students. It is reflected in the teaching that the students' enthusiasm is insufficient, and if they are perfunctory in the learning process, they will even have aversion for a long time. Therefore, the current teaching methods and methods must be changed.

Secondly, in terms of teaching content, teachers tend to teach a single theoretical knowledge and simple dance movements. To achieve the purpose of teaching through repeated connections, it is easy to arouse students' dislike, and since then stimulate a significant decline in learning enthusiasm. Simple dance moves are difficult for students to experience the beauty and charm of dance. As a rich variety of art forms, dance should be understood by students. What they know about dance, what dance style they like, or have any students who have been exposed to dance, and invite him to show them a paragraph. These forms can attract the attention of students and at the same time create a good learning situation. In this situation, the behaviors of students and teachers are closely related, and any action of the teacher may affect the students. Therefore, in the process of creating a situation, teachers should understand the students' learning situation and personality characteristics in advance. Starting from the actual teaching, the teaching effect will be better for the students. Only teachers who understand the students can choose the most appropriate teaching method and promote The improvement of teaching quality.

3. THE APPLICATION OF SCAFFOLDING TEACHING METHOD IN COLLEGE DANCE TEACHING
The teaching links of scaffolding teaching method mainly include creating teaching scaffolds, setting teaching situations, guiding students to learn independently and learning together with teachers and students. Its application in college dance teaching is mainly divided into the following aspects:

3.1 Setting up the teaching situation
The teaching situation is an important factor in the scaffolding teaching method. Before dancing teaching is carried out, students can be substituted into the teaching situation through a variety of means. For example, before the dance teaching is carried out, through language guidance to create a situation, you can ask the students what they know about dance, what dance style they like, and invite him to show them a paragraph. These forms can attract the attention of students and at the same time create a good learning situation. In this situation, the behaviors of students and teachers are closely related, and any action of the teacher may affect the students. Therefore, in the process of creating a situation, teachers should understand the students' learning situation and personality characteristics in advance. Starting from the actual teaching, the teaching effect will be better for the students. Only teachers who understand the students can choose the most appropriate teaching method and promote The improvement of teaching quality.

3.2 Constructing a teaching scaffold
As the core theory of scaffolding teaching, teaching scaffolding plays a great role in improving students' learning effects. Teacher scaffolding is the extraction of the core content of the entire teaching process, from theory to practice, from simple to difficult, in the process of constructing teaching scaffolding, the teaching arrangement must be orderly and scientifically, so that the teaching process conforms to the students’ learning habits and mind and body Development law, such teaching content is more easily accepted by students. Take the teaching of national standard dance as an example. Before the teaching begins, we must first explain the origin and development of national standard dance, as well as the basic theoretical knowledge of famous dance music. At this time, students can be visually displayed with the help of multimedia teaching software such as videos and pictures. Master some basic dance steps on the basis of learning the basic knowledge, and proceed in the form of teachers demonstrating students and follow-up. In the process of dancing, the incorrect places are corrected, and the method of encouragement is generally given to the students in the learning process. To gain a sense of accomplishment and promote learning motivation. Through music accompaniment, students are completely substituted into the world of dance. The role of constructing a teaching scaffold is to help teachers clarify their learning goals, so as to adopt correct teaching methods to promote classroom teaching efficiency [2].

3.3 Stimulate students' interest
Students' interest in learning is one of the strong internal driving forces of students, and the improvement of learning interest is positively correlated with the improvement of learning efficiency. In the traditional dance teaching model, the teacher is the leader of the classroom, and the students are only responsible for passively receiving knowledge, which greatly dampens the students' enthusiasm for learning. In the application process of the scaffolding teaching method, the student's dominant position is reflected to encourage students to learn independently. Students are no longer passive learning, but use the construction of the previous situational framework and scaffolding to motivate themselves to learn. Out of a strong interest in dance learning, students will meet their own development needs and answer questions. Taking an active part in dance learning is a manifestation of students' interest in learning.

After students have a strong interest in learning, learning efficiency will be greatly improved.

3.4 Strengthen teacher-student exchanges
As a subject with strong professional and technical skills, dance has higher requirements for students. In dance teaching in colleges and universities, many students do not have the basis for learning dance, and they are prone to encounter various difficulties in the process of learning. If they cannot be solved in time, the blow to students will affect the learning effect. Therefore, in the process of developing the scaffolding teaching method, it is necessary to consciously enhance the communication between teachers and students. Teachers should actively understand the students’ learning situation, actively answer students’ questions, and always maintain a friendly image. Students are willing to get close to the teacher, so that they can actively communicate with the teacher and narrow the distance between teachers and students. This can not only improve the learning effect of students in dance, but also because of personal emotional factors, they will also be willing to put more energy in dance learning, which will help achieve the teaching goals.

4. CONCLUSION
As the shortcomings of dance teaching in colleges and universities are increasingly revealed, it is necessary to step up the reform of the current teaching mode in order to promote the development of dance teaching in colleges and universities. As an effective teaching method, scaffolding teaching is of great significance for enhancing students’ interest in learning and innovating the teaching content of dance teaching. This article mainly focuses on creating teaching situations, constructing teaching scaffolds, and strengthening teacher-student exchanges. Promoting the application of scaffolding teaching in dance teaching in colleges and universities has a positive effect on promoting teaching effects.

REFERENCES
Research On the Strategy of Improving the Military Attainment of University Students in The New Era

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Abstract: The military literacy of college students is the basic quality teaching in the teaching tasks of colleges and universities, which is of great help to improve the comprehensive quality of college students. This article mainly discusses the strategy of improving the military literacy of college students in the new era, and contributes to my country's national defense and military construction. Keywords: Military Literacy; National Defense Education; Military Theory

1. INTRODUCTION
National defense education occupies an important position in my country's national education, and it also belongs to the category of basic quality education in college teaching. The cultivation of the military literacy of college students in universities can lay a good foundation for the development of my country's national defense and military undertakings and provide the army with excellent military personnel.

2. THE IMPORTANCE OF IMPROVING THE MILITARY LITERACY OF COLLEGE STUDENTS
History teaches us that only the powerful people of the country can live and work in peace. Speaking of a country’s strength, people first think of improving our country’s military strength. Although it is not in wartime, the building of military strength and talent reserves cannot be slackened. Improving the military literacy of our country’s college students is to reserve new types of talents for our country’s military forces, so that more outstanding college students will actively participate in the work of my country’s national defense and military construction after graduation. Of course, if there is a war in the future, the excellent military talent pool established now will be put to use, and countless outstanding talents can participate in the war at any time to escort the country.

For college students themselves, cultivating their military literacy is also conducive to the improvement of their own comprehensive quality. Cultivating college students' military literacy is to cultivate their organization, coordination, hard work, tenacious fighting ability, and good self-control. At the same time, they can also exercise their excellent and healthy physique. It is conducive to cultivating their innovative spirit and practical ability, and plays an important role in promoting their own future development.

3. STRATEGIES AND METHODS TO IMPROVE COLLEGE STUDENTS’ MILITARY LITERACY
3.1 Scientific military training, people-oriented
Military training is the first military practice course for college students entering the university. The significance of military training is mainly to exercise the students' tenacious will, cultivate their collective consciousness and the spirit of hard work, and at the same time enable students to integrate into the new collective more quickly. Military training for college students is often arranged in August and September each year. At this time, the weather is hot and students are prone to fainting due to heatstroke. This requires colleges and universities to be sensible and reasonable when arranging military training tasks, putting students' life safety in the first place, and trying to avoid long-term exposure to the sun, especially in the afternoon when the sun is direct, try to arrange for students to train in the shade. Or arrange some indoor military activities.

Under the premise of sufficient training time, colleges and universities may consider opening some new military training programs, such as shooting with light weapons and first aid in wartime. This can not only increase the students' enthusiasm for military training, but also enhance the training effect of military training.

When selecting military training instructors, some colleges and universities often use the national defense education students in the school to conduct military training for newly enrolled college students. Although this saves training costs, it is not necessarily conducive to cultivating new military literacy. On the one hand, the military literacy of the national defense education students in the school has not reached a high level and cannot effectively educate the freshmen in military literacy. On the other hand, not all national defense education students are suitable for teaching and training work. The students who teach work are selected as instructors to train freshmen, which may lead to a deviation in the understanding of the national defense and military undertakings of the freshmen, and adversely affect the training of the freshmen's military literacy. Therefore, when colleges and universities choose military training instructors, they can be selected from the reserve forces of the various services in the city where the college is located. The selected instructors should have teaching capabilities and good military theoretical knowledge and military practical experience [1].

3.2 Offering a variety of military theory courses
In addition to carrying out necessary military training activities, setting up corresponding military theory courses in university courses is also one of the ways to cultivate university students' military literacy. Since the cultivation of college students' military literacy is one of the courses of basic quality education in colleges and
According to the survey and analysis, most college students, in addition to the requirements for their own credits, pay more attention to the way of elective courses and the final scores given by teachers whether they are beneficial to them to improve their academic performance points. Therefore, in order to encourage more students to choose national defense and military elective courses when choosing a course, teachers can choose to write a course ending paper and other ways to end the course when choosing the way to end the course, instead of blindly choosing the way to end the course by examination. This can effectively improve their military literacy while ensuring that students choose courses. In the teaching process, teachers can also often take the way of interacting with classmates to improve students' enthusiasm in the classroom, so that they have a strong interest in national defense and military knowledge. If you want to check the knowledge and learning of students in class, teachers don't have to choose one-on-one interactive Q&A. They can use group competitions to mobilize students' enthusiasm, improve students' awareness of learning and competition in national defense and military classes, and promote college students. Military literacy has laid a good foundation.

3.3 Enhancing the power of teachers
Although universities are more for students to learn independently, teachers as the guides of students' learning, how their own abilities have a great impact on the learning status and learning effects of college students. When training teachers, colleges and universities often pay more attention to the training of professional teachers, and they are lax in the selection and training of some basic subject teachers. Because some schools do not set up national defense colleges, there will be no relevant professional teachers to educate college students on military literacy. Such colleges and universities often choose teachers from other subjects to concurrently study national defense and military knowledge. Being pushed into the classroom will do nothing but harm to the improvement of college students' military literacy. Therefore, the government should try its best to require every university to have its own national defense education college to undertake national defense and military education courses for the entire school. When selecting teachers, you should choose military demobilized personnel who have rich military life. Such talents have a thorough understanding of military knowledge and are willing to actively accept and learn new military knowledge, which can effectively help college students improve their own military literacy. When training teachers, it is also necessary to select military talents with older qualifications and rich teaching experience to teach the team of teachers, and to regularly assess the teaching work of teachers, and to find out the problems in the teaching work and correct them in time.

3.4 Actively promote the recruitment of college students
The enlistment of college students is one of the ways for college students to have direct contact with the military during their college years. At present, the propaganda efforts for the enlistment of college students in our country are not strong enough, and the propaganda effect is not good. Most college students often know the start time of college students' enlistment through the notice issued by the counselor, but they do not fully understand the conditions and benefits of college students' enlistment, so there are not many college students who choose to enlist in each college every year. Schools can set up lecture halls, arrange students of all grades to participate in lecture halls, understand the relevant situation of college students’ enlistment, enable students to "check in seats" based on their own situation, and increase the enthusiasm of college students to enlist, so that eligible college students can take the initiative to apply for enlistment and serve as the military force of the motherland. Make more contributions.

4. CONCLUSION
Enhancing the military literacy of college students should start with military training, the establishment of military classrooms, the promotion of relevant teachers, and the promotion of college students’ enlistment. Only by improving the military literacy of college students can the comprehensive quality of college students be improved and the foundation for the military construction of the motherland can be laid.

REFERENCES
Research On Tourism Photography Techniques and Shooting Techniques

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Abstract: With the development of social economy, people's living standards have gradually improved, and more and more people like to travel, especially on major holidays, and there is an endless stream of people traveling. During the travel process, photography is an indispensable part. With the help of a camera, some landscapes and people are photographed as a souvenir of travel. If you want to shoot a good film, you must learn the relevant travel photography skills and master some shooting techniques, so as to shoot the ideal film effect. This article will discuss travel photography techniques and shooting techniques.

Keywords: Travel Photography; Photography Skills; Photography Techniques

1. INTRODUCTION

Tourism is an indispensable part of people's daily life. Many people regard tourism as their hobby, and often go to scenic spots at home and abroad to check in, which has greatly promoted the tourism industry. With the development of tourism boom, tourism photography skills have received the attention of the public, and more and more people have begun to pay attention to film shooting methods, with the purpose of improving the effect of shooting and obtaining a better travel experience. In addition, the research on tourism photography techniques and methods can further promote the development of my country's tourism industry, which is of positive significance to the enhancement of the national economy.

2. BASIC CONDITIONS OF TRAVEL PHOTOGRAPHY

2.1 Preliminary preparation

Preliminary preparation is an important part of tourism. You need to make good travel strategies and tools, including the following: First, you must master the destination of the tour, and understand the surrounding attractions worth visiting, and also check the tourist destinations. Nearby B&Bs, hotels, etc. Secondly, it is necessary to determine the route of the tour. This is mainly for self-driving tours. If it is an activity organized by a travel agency, there is no need to consider the tourist route. Finally, if you want to take pictures as a souvenir, you need to prepare a camera, either SLR or Mirrorless, so that you can record the scenery along the way and leave memories of your trip.

2.2 Photography on the go

Generally speaking, the main ways of public travel are trains, cars, planes, etc. These travel modes can see some local scenery or observe the surrounding buildings. If you want to take pictures, you must always have a camera ready for you. Snapshots provide convenient conditions.

3. SHOOTING TECHNIQUE

3.1 The use of light

In the shooting process, light is a very important shooting condition, which not only affects the lines and colors of the picture, but also relates to the effect of photo shooting. When shooting the same scene or person, if the light is different, the effect will be different. Therefore, it is necessary to fully grasp the shooting conditions of the light and avoid backlighting. Clear and bright, thus presenting the real shooting effect. In addition, if you shoot under side light conditions, some shadows will appear, making the lines of the scene or characters more prominent.

3.2 Use of topography

In addition to considering the light, it is also necessary to use the topographical conditions reasonably to ensure that the selection of the shooting location is scientific and reasonable, and to fully grasp the characteristics of the scene to be shot, so as to enhance the final effect of the shooting. In the process of traveling, you often encounter a variety of scenic spots, but not all scenic spots can be directly photographed. It is necessary for the photographer to consider the best location of the scenic spot and choose the shooting angle based on his own shooting experience. It has a positive impact on the filming effect. In addition, the photographer must also consider every bit around the scene to prevent unimportant factors from damaging the photo, thereby reducing the final quality of the film.

3.3 Highlight the essence of the object being photographed

Everything has its own unique essence, especially the natural scenery, flowers and plants. Only by grasping the essence of the scenery can the most beautiful side be photographed. For photographers, they need to fully understand the scenery they are shooting, such as a flower, a grass, a bird and a tree, etc., to strengthen their understanding of the nature of the scenery, to ensure that it can be presented in the picture, so as to achieve the best effect of shooting. And finally get a good shooting.
experience. Therefore, the photographer can not only grasp the appearance of the scene, but also understand the nature and characteristics of the scene itself, so as to effectively improve the quality of photography [1].

3.4 Highlight the characteristics of the scenery
When shooting various sceneries, the photographer must learn to use the camera in his hand to take advantage of the lens angle to shoot high mountains, or some peculiar scenery, focusing on the characteristics of the scene, so as to present the ideal shooting effect. In addition, photographers can also use methods such as contrast and contrast to expand the shooting range, so that the characteristics of the scene can be highlighted, and then the characteristics of the scene can be presented [2].

4. TRAVEL PHOTOGRAPHY SKILLS
For travel photography, photography skills are also an important way to improve the effect of photography. Therefore, it is necessary to strengthen the research of photography skills and continue to play the role of photography skills to enhance the photography effect, so as to more perfectly present the characteristics of the scenery. This article will discuss the following travel photography techniques:

4.1 Render the scene with reflection
When watching other excellent photographic works, we can often see photographers rendering the scene with the help of reflections, which can greatly enhance the appeal of the work, encourage the viewer to obtain the corresponding visual pleasure, and achieve the purpose of enhancing the shooting effect. This is because the reflection has the effect of extending the pattern, which can further broaden the scope of the scene, and then present a visual impulse, and can also increase the tranquility of the picture, truly realize the combination of movement and static, thereby enhancing the visual effect of the work. Therefore, using reflections is also a good photography technique. You can try to capture the timing of reflections during travel, such as sunrise, sunset, etc., to show the visual effects of the work [3].

4.2 Shooting skills of water features
Many people like to shoot seascapes, but the shooting effects are different, mainly because they have not mastered the skills of shooting water scenes, which makes the final presentation effect very different. For photographers, it is necessary to grasp the relationship between the close-up and the long-range, pay attention to the balance of the picture structure, and avoid the influence of various factors to reduce the shooting effect. When shooting a river, you need to show the feeling of the river flowing. At this time, you can shoot along the river to get the feeling of the river flowing. You can also use the surrounding scenery, such as trees, flowers, etc., to set off the movement and improve Shooting effect.

5. CONCLUSION
With the development of tourism in our country, more and more people go out on holidays. During the travel process, photography is an indispensable part. Photography can leave a beautiful memorial and help enhance the happiness of travel. But if you want to take an ideal photo, you must master some shooting skills, and use shooting experience and skills to enhance the shooting effect, and then take the ideal photo. Therefore, it is necessary to strengthen the research of travel photography, and learn different shooting techniques, try to shoot the best angle of the scene, reduce the disharmonious factors in the photography, and leave an impressive photo.

REFERENCES
The Influence of The Teaching of Art Normal Students on Educational Practice Under the Background of Teacher Professional Certification

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Abstract: In the context of educational reform, the education industry has continuously improved the teaching skills of normal students. This requires all kinds of normal schools to continuously innovate their own teaching methods and enrich their teaching content in order to promote the progress of teaching. As a test method of teaching effect, educational practice focuses on the evaluation of the results of educational practice, which is relatively independent of the teaching of normal students. Under this model, it is difficult to promote the effect of educational practice, so the education of normal students is realized. Only by linking up with educational practice can the situation of educational practice be improved. In the process of education practice of art normal students, it is generally reflected that the teaching content is single and the teaching effect is not good. Therefore, this article explores the influence of art normal student teaching on the education practice under the background of teacher certification, and proposes several improvement measures., In order to improve the effect of education practice for art normal students.

Keywords: Teacher Training Professional Certification; Art normal students; Educational Practice

1. INTRODUCTION

With the development of education in our country, normal colleges are paying more and more attention to educational internships. Students are usually given months or six months of practical participation in educational internships. This lays the foundation for formal participation in educational work and can also improve students’ education. To enhance students’ practical ability and cultivate the next generation of outstanding people’s teachers. With the introduction of the concept of all-round development of people and quality education, in addition to the traditional internships in knowledge subjects such as language and mathematics, the emphasis on art courses such as music and fine arts has gradually increased. How to improve fine arts under the background of teacher professional certification The effect of educational practice of professional normal students has become one of the problems facing colleges and universities currently. After continuous research, it is found that reforming the teaching of art teachers is the best way to improve the effect of internship. This article aims to explore the impact of art teacher teaching on education internships under the background of professional certification.

2. TEACHER PROFESSIONAL CERTIFICATION

In order to implement the "13th Five-Year Plan" for the development of the national education industry, the Ministry of Education issued a notice on the "Methods for the Implementation of Normal College Teacher Professional Certification (Interim)" in November 2017. The certification is based on "student center, output "Orientation and continuous improvement" is the basic concept. The student center emphasizes following the law of teacher generation and talent development, with normal students as the center in allocating educational resources, organizing courses and implementing teaching; output-oriented, emphasizing the learning effect of normal students as the guide, and evaluating the core competence and quality requirements of normal graduates The quality of training professional talents in normal schools; continuous improvement, emphasizing the all-round and whole-process evaluation of the teaching of normal teachers, and applying the evaluation results to teaching improvement, to promote the continuous improvement of the quality of training professional talents in normal schools [1].

Teacher professional certification is an external evaluation process carried out by specialized education evaluation and certification agencies on the quality of teacher-training professionals in accordance with certification standards. It aims to prove whether the specialty can reach the established talent training in the current and foreseeable period of time. Quality Standard. The core of the certification is to ensure that the knowledge and competence of normal students meet the standard requirements when they graduate. The purpose is to promote the teacher-oriented majors to focus on the connotation construction, focus on the cultivation of the ability of normal students, reform the training mechanism, and establish an output-based continuous improvement quality assurance mechanism and quality culture., Continuously improve the training ability and quality of professional talents. Teachers' majors in colleges and universities that have passed the certification of teachers' majors can guarantee the training of normal students with better professional and teacher education abilities, and contribute to my country's education. Teacher professional certification standards have certain requirements for the teaching of teacher education for normal students in colleges and universities, and
educational practice is an important teaching link in teacher education, so normal colleges and universities should pay attention to and implement this work.

3. CURRENT STATUS OF EDUCATION AND PRACTICE OF ART NORMAL STUDENTS

3.1 Inadequate preparation before internship

Before the formal internship of the art normal students, due to insufficient knowledge of the internship school, etc., the preparation before the internship is insufficient, which affects the effect of the educational internship. The educational practice itself is the preliminary preparation for the teacher career of the normal students, which means that the intern itself does not have any teaching experience, and the educational practice is essentially a learning process. For some students who choose independent internships, when choosing an internship school, they will fully consider their own needs and school characteristics, so that their own educational internships can play a role in the teacher career of the normal students, which means that the internship itself does not have any teaching experience, and the educational practice is essentially a learning process. For some students who choose independent internships, when choosing an internship school, they will fully consider their own needs and school characteristics, so that their own educational internships can play a role in promoting [2]. However, with the teaching reform of normal colleges and universities, most colleges and universities have begun to adopt a unified internship model. Under this model, students’ autonomy in choosing internship colleges has dropped significantly, leading to insufficient understanding of students’ internship schools. I was confused when preparing for the internship, which caused various problems during the internship process and affected the normal development of the internship. Secondly, it takes some time for students to adapt to an unfamiliar environment for the first time, and their own adaptability will also affect the internship.

3.2 Insufficient participation during the internship

Although educational internship has become the norm, many problems have arisen during the long-term internship process. Among them, the problems arising during the internship are particularly prominent, which are mainly divided into two aspects: students and teachers. For students, serious and responsible participation in internships is something they should do, but in the actual participation process, there are still situations where they are not sufficiently involved in educational internships. On the one hand, students may not have much interest in education, so they may be perfunctory in the internship process. On the other hand, they do not understand the importance of educational internships, and thus lack enthusiasm in the internship process. Neither participates nor actively asks the teachers for advice. It is only superficial participation and it is difficult to achieve the fundamental purpose of educational practice. Secondly, as far as teaching teachers are concerned, most teachers are very responsible for imparting their own teaching experience to students, providing teaching guidance, etc. However, some teachers are difficult to allocate energy to interns due to their heavy teaching work. Guidance, and interns do not take the initiative to ask, which ultimately leads to very little gains for interns after the educational internship ends, and the promotion effect for students is not obvious.

3.3 Not paying attention to reflection after the internship

After the educational practice is over, it is very necessary to reflect on teaching. In the long-term educational practice, students will constantly discover their own deficiencies in educational methods and teaching methods. By learning from excellent teachers, they can help students better integrate into the practice teaching. Secondly, as a link between education practice and formal education work, it is the basis for students to enter the education industry and the practice of teaching knowledge. Therefore, we must pay attention to the teaching reflection after the education practice. Reflection can not only help interns understand themselves correctly, but at the same time can summarize and summarize the knowledge and theories learned in educational practice, and finally integrate them into their own things to promote the improvement of teaching ability [3].

3.4 The internship major is not right

The difference between the art major and other majors is that the school’s emphasis on it is generally insufficient, so there is less curriculum and curriculum time. The school is prone to lack of staff when assigning teachers, which makes a situation where the teacher needs to bring multiple interns, or directly arrange the art interns under the names of teachers of other subjects, is not conducive to the teaching activities of students, and it is difficult to achieve the purpose of training students' teaching ability. For example, in the internship of art students, they are often assigned to the courses and teaching links of elementary school Chinese and junior high school experiment because of the lack of teachers of other subjects in the school. A certain amount of training in teaching ability is obtained in the process, but in fact the mismatch with the major will cause students to fail to effectively understand and improve the art teaching materials, art teaching concepts and teaching methods, and make art interns unable to obtain the professional teaching ability. Sufficient exercise, coupled with insufficient teaching time, has seriously affected the effect of educational practice.

4. STRATEGIES TO IMPROVE THE CONNECTION BETWEEN TEACHING AND EDUCATIONAL PRACTICE FOR ART NORMAL STUDENTS

4.1 Reform the educational concept

With the advancement of education reform, the traditional teaching model that only focuses on knowledge education is no longer suitable for the development of teaching. Cultivating students' thinking ability and innovation ability has become the key content of education, and the same is true for the teaching of art teachers in colleges and universities. The professional quality education of fine arts is certainly the focus of teaching, but we cannot ignore the cultivation of thinking. If we only focus on improving students' fine arts professional skills, then the presentation of the final works will be assimilated, and the students themselves lack uniqueness. In the future, the education of one's own students will also be carried out in accordance with the pattern. Students only have art skills but no art aesthetics and art thinking, and it is difficult for the trained students to really fall in love with art. Therefore, when colleges and universities teach art students, they must change their teaching concepts, let students become the leaders of the classroom, encourage students to pursue...
creative pursuits in art creation, and thus participate more actively in the teaching process and continuously improve their art. Literacy. At the same time, students should also pay attention to examining themselves, and when participating in the teaching process, test their degree of love for education, so as to provide references for future development [4].

4.2 Enriching teaching content
In the education of art majors, art teachers in colleges and universities pay more attention to the cultivation of students' professional ability, so as to improve students' painting ability and professional skills. However, there is still a gap between art majors and professional art students. There is not a small gap, so the choice of teaching content is more abundant. Art normal students must not only learn professional knowledge, but also master educational knowledge to provide a basis for the educational practice of interns. Therefore, colleges and universities should enrich the teaching content of art normal students, add courses such as basic teaching knowledge and education methods, and gradually realize the integration of education and art professional knowledge in the teaching process, and promote the common improvement of the two aspects of abilities. Secondly, it is necessary to promote the continuous reform of teaching methods. The students currently in contact with interns have a strong ability to receive new knowledge, and traditional teaching methods are difficult to attract students’ attention. Therefore, college teachers must be conscious when teaching art teachers. The reform of teaching methods for cultivating students, integrating new media into teaching, and promoting the practice of flipped classrooms and MOOCs, so as to explore new teaching methods. When students participate in educational practice in the future, they can have different teaching methods. There are options to improve the effect of interns’ educational practice.

4.3 Transform the evaluation system
In traditional teaching evaluation, academic performance, that is, the level of professional ability, is often used as the only criterion to measure. The professional ability of students cultivated in this way is undoubtedly excellent, but for teacher-training majors, the comprehensive quality of students should be included. During the assessment. Education is a highly participatory activity. It is difficult to achieve the ideal teaching effect with the efforts of a teacher alone. Teachers need to cooperate with students to create a high-quality classroom, and students' cooperation in teaching. Which is not only linked to teachers' professional ability, but also closely related to teachers' teaching ability, teaching methods, personal charm, etc.[5]. Therefore, when evaluating the performance of art normal students, it is necessary to consider various factors, and on this basis, carry out the allocation of practice schools. According to the students’ own development level and ability, choose the appropriate school for distribution, so as to realize the improvement of educational ability. And if there are a few students who really have no ambitions for art education, they can also be guided to choose other related art industries for internships. For the evaluation of students' educational practice results, refer to the various evaluations of teachers, students and trainee teachers, and evaluate the results of the internship fairly.

4.4 Broaden the scope of internship
Art education, due to the particularity of its disciplines and the lack of attention from schools, makes the educational goals of art in school education not important. Therefore, in terms of curriculum arrangements, the teaching time is far less than that of courses other than language and mathematics. Art teachers and students There is not enough communication between them, and there are very few art teachers who take on the work of class teachers. In the survey of the results of the educational practice of art normal students, many students reported that during the internship process, they were able to participate in educational practice very few times and did not accumulate sufficient teaching experience. At the same time, due to the status of the art intern teacher, there is not much time for communication with the students, it is difficult to understand the students’ academic conditions, and the effect of the internship is not good, so the scope of the internship must be expanded [6]. In the process of participating in the educational practice of art teachers, it is necessary to break through the traditional concept of educational practice. Art practice can not only participate in the teaching of art courses, but also participate in the practice of the work of the head teacher. At the same time, compared with interns in other subjects, the internship tasks of art teachers are relatively easy, so they have more time to participate in student management. Art teacher trainees should also change their own concepts and actively participate in class management. Art professional interns can use their own majors to participate in the planning of class activities. While ensuring the educational nature of the activities, they can also provide students with a certain amount of entertainment, so that students can feel the charm of art education during the learning process. In addition, the interns of the art teacher training major should actively participate in the teaching activities of the internship school, especially in the teaching competition, so that they can always maintain a relatively tense state and promote their own development and progress. Participate in teaching competitions, communicate with other excellent teachers, learn from excellent teachers’ rich teaching experience and teaching methods, and continue to integrate, so as to cultivate their own teaching characteristics and continuously improve their teaching ability.

5. CONCLUSION
As an important part of art teacher education, educational practice can cultivate and improve students’ classroom teaching ability, and at the same time promote the transformation of teaching roles, experience the role of teachers in advance, so as to lay the foundation for future education work, and secondly, it can also improve the comprehensiveness of teachers. With the improvement of quality, in the teaching process, art normal students continue to improve their sense of self-efficacy and
teacher professional responsibility, thereby fostering their professional inclination for the teacher industry [7]. However, in the actual educational practice process, due to the influence of traditional concepts, the art normal students did not have enough time to participate in classroom teaching during the internship process, and accumulated insufficient teaching experience. Secondly, they did not pay enough attention to the internship, resulting in poor internship effects. College art teacher majors must pay attention to and implement educational practice, and continuously improve the education and teaching ability of art normal students, in order to meet the requirements of ordinary colleges and universities teacher professional certification.

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REFERENCES
The Cultivation of College Students' Innovation and Entrepreneurship Ability by Combining Production with Education and School-Enterprise Cooperation

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Abstract: In the process of my country's economic development, a large number of innovative talents are needed. The cultivation of innovative talents requires not only the training of enterprises but also the participation of schools in the society. The school-enterprise cooperative teaching method combines the advantages of schools and enterprises in cultivating students' innovative ability, realizes the combination of production and education, and delivers more innovation to the society. Ability and innovation ability, so as to provide more mobile phone sessions for students, which is conducive to improving students' practical ability and promoting students to develop in a more comprehensive direction. Turn the place of professional practice into the main position of learning. Teachers and students should strengthen exchanges and jointly complete production and operation tasks. In the future teaching process, teachers should actively guide students to participate in practical activities. Teachers should not only impart theoretical knowledge but also participate in specific activities when guiding students in practical learning. In this process, students can not only learn theoretical knowledge but also apply these knowledge points. In addition, teachers and students should also pay attention to the changes in the overall job market and design scientific management methods based on the knowledge learned in the major. This can not only improve the economic efficiency of the enterprise in the production and operation process, but also play a role in guiding the development of other industries.

When conducting practical teaching, the subject of classroom teaching should be changed in time. In the traditional teaching process, teachers usually occupy the dominant position in the classroom. In the future teaching work, students should be placed in the main position of the classroom. Only in this way can students' hands-on skills be improved. Ability and innovation ability, so as to prepare for the follow-up entrepreneurial work.

1. INTRODUCTION
Employment is an important issue of people’s livelihood. Entrepreneurship is an important measure to achieve common prosperity. Improving students' entrepreneurial awareness and entrepreneurial ability, changing social employment concepts, and cultivating innovative talents are the important goals of college education. At this stage, many graduates are facing the problem of unemployment after graduation. In order to reasonably improve this situation, colleges and universities should conduct joint training with enterprises to improve students’ core competitiveness in the job market, change students’ employment concepts, and improve students’ entrepreneurial capabilities. Thereby increasing the employment rate of colleges and universities.

2. REFORM TRADITIONAL TEACHING METHODS AND STRENGTHEN PRACTICAL TEACHING LINKS
In the process of cultivating students' innovative and practical abilities, the school should establish a brand-new teaching model. The development of teaching activities should not be limited to the classroom. The training of technical ability must rely on the laboratory or training base outside the school.
In the traditional teaching process, the teaching method adopted by the teacher is relatively simple, and the classroom becomes the main place for teaching activities. In this case, the teacher can only impart theoretical knowledge to the students, and the students' practical skills have not been effectively improved, and the students have no ability to innovate. Be improved.

2.1 Give full play to the service function of professional entities in practical teaching
entrepreneurial ability.

3. RELYING ON THE LOCAL AREA AND TAKING THE ROAD OF SCHOOL-ENTERPRISE COOPERATION

In the process of entrepreneurship, not only focus on professional entities and families to get rich, but also cooperate with enterprises. Students contacting actual production lines during the learning process can not only help students understand the prospects of their major in the job market, but also stimulate their learning potential. Strengthening the cooperation between schools and enterprises and establishing a perfect training base is a key measure to improve the quality of teaching in colleges and universities.

Since enterprises can provide students with more training opportunities, it is necessary to strengthen cooperation between schools and enterprises. As my country's economy develops to the transitional stage, the development of education in this situation should be reformed, only in this way can the society's demand for talents during this period be met [2]. In this case, the school’s training base has been unable to meet the requirements for students’ professional skills. Therefore, in the future teaching process, the cooperation between the school and the enterprise should be strengthened to strive for more off-campus training opportunities for students. It can not only improve students' professional skills, but also provide students with a better platform for self-expression.

4. STRENGTHEN THE ALLIANCE WITH OTHER UNIVERSITIES AND JOINTLY PROMOTE THE TRANSFORMATION OF SCIENTIFIC AND TECHNOCAL ACHIEVEMENTS

The alliance between different universities is a process of complementary advantages. The cooperation between different schools can exchange the superior subjects between different schools, thereby reducing the promotion links of scientific research results, and students can accumulate more experience in the process of promoting the scientific research results of different schools, so as to improve their own Professional strength, so as to achieve the improvement of innovation and entrepreneurship capabilities [3].

Strengthening the cooperation between schools and enterprises can not only improve students' practical ability, but also benefit the construction of the teaching team. Teachers will also be improved in the process of cooperating with enterprises. In this process, teachers can combine industry-university development with practice. In the teaching process, the teacher can also arrange a reasonable training schedule for the students, improve the learning efficiency of the students in the training process, change the traditional teaching method, guide the students to think independently, and continuously cultivate the students' innovative ability and unity during the training process. The ability to cooperate plays a very important role in the overall development of students.

5. THE CONSTRUCTION OF EXPERIMENTAL AND INTERNSHIP SITES ON CAMPUS IS ALSO A BASE TO IMPROVE STUDENTS' ENTREPRENEURIAL ABILITY

The construction of a training base is not simply a laboratory, and it is also different from an internship place. In the process of constructing training venues, students' training requirements should be considered in consideration of training venues, equipment, and teacher strength. Only in this way can students' abilities in the training process be fully stimulated [4]. The establishment of the off-campus practice base is closely related to the improvement of students' overall quality. The base not only provides students with learning space, but also provides professional guidance for students to obtain a practicing qualification certificate. Building a training base is an effective way to combine production and research. Therefore, the establishment of a training base must not only meet the requirements of improving students' professional ability, but also cultivate students' professional ethics. In this process, teaching and social needs must be met. Only in this way can the real purpose of school-enterprise cooperation be realized.

6. CONCLUSION

To sum up, in the development process of today's era, the school has undertaken a huge educational task, not only to cultivate students' professional ability, but also to improve students' innovation and entrepreneurial ability. Under this circumstance, colleges and universities must cooperate with enterprises to improve students' practical ability, innovation and entrepreneurship ability. In the face of severe employment pressure today, only by improving students' own professional skills can they facilitate their future development.

ACKNOWLEDGEMENTS

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A Brief Talk on the Influence of the Teaching Ability of University Laboratory Workers on Experimental Classroom Activities

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Abstract: With the development and progress of society, higher requirements have been put forward for colleges and universities in cultivating talents. Experimental teaching in colleges and universities is a key link in the cultivation of quality talents, so it has also received the attention of university administrators. Traditional experimental teaching cannot cultivate students' innovative ability well. It can be very good to include experimental teaching in it. Improve this status quo. The success of experiment courses is closely related to the ability of experimenters in colleges and universities, so it is very important to improve the ability of experimenters. In view of this, the influence of teaching ability on mobilizing students to participate in the experiment and the influence of teaching ability on students' innovative thinking ability will be specifically elaborated.

Keywords: Colleges And Universities; Laboratory Assistants; Teaching Ability; Experiment; Classroom Activities; Influence

1. THE INFLUENCE OF TEACHING ABILITY ON MOBILIZING STUDENTS TO PARTICIPATE IN THE EXPERIMENT

In the process of students' experiments, the most important thing is the process of inquiry learning. Through the operation of experiments, they can better understand the conceptual knowledge in the textbook so that students can better participate in the experiment in the process of learning. The basis of teaching is the process of ability training [1]. At this time, the teacher's teaching ability has an important influence on mobilizing students' participation in the experiment. Thereby, the students' logical thinking ability, practical ability, expression ability, organization ability and other aspects can be improved. In the course of course teaching, the teacher must recognize that the student is the main body of learning, and give full play to the subjective initiative of the student in the learning process, so as to help the student to better study and improve their cultural literacy[2].

The teaching of experimental courses requires teachers to have relevant teaching abilities, mobilize students' participation in learning, and enhance students' interest in learning. At the same time, in the process of teaching, we should cooperate with the teacher’s organizational ability to properly teach, so that students can think positively in the process of learning. When designing the teaching, the teacher should clarify the progress of the students in the class, and then proceed. The design of relevant class hours is guided by students' emotional thinking to create valuable teaching content. At the same time, teachers should actively encourage students when teaching, and cannot ignore the role of encouragement. Teachers must learn to flexibly use monitoring capabilities to teach and maintain order in the classroom. Compared with theoretical classes, experimental classes will be more interesting and open. It is for these reasons that the experimental classroom will be more popular among students. But at the same time there will be a series of problems. Precisely because the experimental classroom will be more open, more unexpected problems will also arise. At this time, teachers need to use the ability of reflection to positively evaluate the "participation" of students. In the process of students' experiments, teachers should continue to make positive evaluations of students' performance ability and practical ability. In the process of evaluation, the teacher must be firm in principle, and must firmly start from mobilizing students' participation thoughts, and fundamentally positively evaluate the results of students' learning experiments. This is the value of incentives [3].

For example, in the process of teaching photosynthesis experiments in colleges and universities, teachers can divide students into different groups to study, to explore the impact of photosynthesis on people's lives. At this time, the teacher can set up a hypothetical example for the students, and ask the students to join and put you on the island, what method would you use to get water, and let the students in the group have a positive discussion. At this time, the teacher can let each group of students use a twig to cover the plastic bag to observe the phenomenon in the sun. At this time, the students will observe that there is moisture in the bag and will actively express their opinions, and the teacher will encourage it. At this time, teachers can also better explain the principles of photosynthesis, so that students can better understand.

2. THE INFLUENCE OF TEACHING ABILITY ON STUDENTS' INNOVATIVE THINKING ABILITY

What is creative thinking? The so-called creative thinking means thinking activities with novelty, uniqueness, purpose and value in the thinking structure. In this era, it is very important to cultivate students' creative thinking, otherwise they will be eliminated by this society. However, as a teacher, you must fundamentally change the concept of education and talents and adapt to the trend of the times. In the process of classroom teaching, you must pay attention to the development of students' creative thinking ability and work hard in the process of teaching. Give full play to the creative ability of students [4].
Experimental classroom teaching to cultivate students’ creative thinking is mainly cultivated through the following aspects. In the process of teaching, teachers need to use comprehensive teaching abilities and adopt creative teaching methods to teach students, so as to better stimulate students’ creative thinking. In the process of teaching, teachers only need to make relevant curriculum arrangements, such as providing relevant thinking materials in teaching, creating good thinking situations to inspire students’ thinking ability, so that students can be motivated in the process of learning. So as to enhance students’ creative ability. At the same time, in the process of teaching, teachers use good organizational methods and use exploratory experiments in experimental classes to cultivate students’ creative consciousness. In the process of exploratory experiments, students can give full play to their creativity. Creative experiments can also enhance students’ interest in learning in the process of learning, so as to better stimulate students’ desire for knowledge. As the saying goes, “Interest is the best teacher”, students can learn better when they are interested in the relevant knowledge content in the process of experimenting and learning. At this time, the student's learning efficiency is also the highest. When students are learning now, they can have a better sense of innovation when they have a sense of innovation, and then they can better start innovative thinking. In this process, the teacher can let the students use their own imagination to create boldly, so that the students can develop such a habit. In the process of teaching, teachers must pay attention to the fact that in addition to developing students’ logical thinking ability, it is more important to give full play to students’ creative abilities in the learning process, stimulate students’ interest in learning, and better to learn, give full play to the students’ subjective initiative. In this process, the teacher should also provide timely encouragement, recognize the student’s experimental results, enhance students’ self-confidence in the learning process, and invest more energy in the future. Come to learn, the student's learning effect is good, and the teacher's teaching quality can be improved.

3. CONCLUSION
Whether the experimental class can achieve a qualitative breakthrough is inseparable from the teaching ability of the teacher, that is, the experimenter. The teaching ability of experimenters in the process of teaching has a very important influence on students’ learning outcomes. Improving the teaching ability of experimenters means improving the teaching quality of teachers, which is also an important teaching method to ensure the quality of teaching. At the same time, experimenters also need to keep pace with the times in the process of teaching, so that they can better serve teaching activities, make students more willing to participate in teaching, promote the smooth progress of education reform, and contribute to the education of our country. Make a contribution.

REFERENCES
Improving College Students' Sense of Learning Self-Efficacy Through Curriculum Ideological and Political Construction

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Abstract: The promotion strategy of self-efficacy can be realized in three ways: Demonstration, motivation and social comparison, this paper, by means of natural experiment designed by teachers state and war theme education activities, let the student to participate in the form of role playing, and experience in the activities of national stability and prosperity, rich and strong relationships with self, by course education way to inspire students’ learning self-efficacy inner.

Key Words: Curriculum Ideological And Political Construction; Self-Efficacy; College Students'

1. INTRODUCTION
There are abundant researches on self-efficacy at home and abroad (bandura, 1977,1982), involving all aspects of self-efficacy, including the analysis of the mediating effect of innovative self-efficacy (wang nan, zhang liyan, wang Yang, 2016), the proposed method of academic self-efficacy (cheng zuwei , li gongping, 2014), Interpersonal self-efficacy questionnaire revised (jayxie, Zhang Hou charm, 2009), emotion regulation of self-efficacy and the relationship between depression (jia-hui wang, ai-shu liu, 2015), in which to promote self-efficacy of strategy research is still in perfect, but practice proves that the group events in can promote college students' learning self-efficacy feeling has unique advantages, Let students feel their own emotional changes in the process of participation, understand the relationship between themselves and the outside world, so as to stimulate students' internal sense of learning self-efficacy.

2. LEARN SELF-EFFICACY
It was first proposed by Bandura (1977), who believed that self-efficacy was territorial and reflected differently in different fields. Later, applied researches on self-efficacy began to appear in various fields, such as psychology, education and organizational behavior. Using CITespace and SCI and SSCI databases in Web of Science, The author made a visual analysis of The researches on self-efficacy of college students from 2000 to 2021, and presented The keyword analysis of researches on self-efficacy in recent 21 years through Figure 1. 7 types of keywords with the highest frequency were selected to present, and they were ranked in order according to the research heat: Online learning system, college students, psychological activities, mental health, career decision-making self-efficacy, incidence performance, entrepreneurial intention, it can be seen that the research hotspots are in the field of education, mental health and occupation. In terms of education alone, Zhou Zongkui (2007) pointed out that academic self-efficacy refers to students' subjective judgment on whether they are capable of completing learning tasks, controlling learning behaviors and achieving learning goals. Based on The existing research results, The author improved students' subjective judgment ability to control learning behaviors and achieve learning goals through experiential thematic group activities in The interaction between happiness, sadness, sadness and anger.

3. INTRODUCTION AND FUNCTIONS OF THEME GROUP ACTIVITIES

![Figure 1 Keywords analysis of self-efficacy](image)

Figure 1 Keywords analysis of self-efficacy

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Group activities take advantage of the role of the field. Shang Shuili (2001) pointed out that group atmosphere plays an intermediary effect between activities and students' psychology, so as to achieve the purpose of stimulating individual behavior in the organizational context, so that individuals can produce behaviors different from those in the individual context, and "the overall effect is greater than the sum of its parts". The use of group activities subject to state and wars, activity for four hours, at that time is divided into five links, a country, economic development, the financial crisis and the outbreak of war, refugee flight, through different set of activities, let the students in the process of activity experience xing and failure is closely related to every one. According to the principle of group activities and the content of theme activities, different modules can be set in the process of activities. For example, in the case of "outbreak of war", the number of people who lost their lives can be selected according to the military strength of different countries, while the unfortunate representatives who lost their lives need to leave the scene of activities. In this kind of sad to let the students feel his years static good built on those who fought for the state, the blood of martyrs, students in the process of sad also aware of the relationship between the state and the self, as a member of the country, to convert the country's deep love to learn university phase of literacy class, improve their professional skills.

4. THE POSITIVE INFLUENCE OF THEME GROUP ACTIVITIES ON COLLEGE STUDENTS' LEARNING SELF-EFFICACY

In group activities, students participate in which, besides activity link, also increased the activity effect of interviews, to understand the theme of group activities to stimulate students' learning self-efficacy effect, through interviews found that the students can let oneself change mood into to study hard, struggle, students wrote in questionnaire: A: I feel that only when A country is strong and powerful can it provide shelter for its people and have the right to speak among so many other countries in the world. We should work hard to build such A country. B: If the country does not become strong, it will not be able to protect its people. There will be no safe eggs under the nest. Similarly, if the people do not have their own skills, the building will collapse and they will not be able to protect themselves and the country. C: A country needs to be strong to protect its people from being bullied by other countries. It also needs to establish good diplomatic relations and get along well with other countries. For the people, peace and stability are more important, less war; We should be alert to danger in times of peace and keep moving forward, so is our study and life. D: It is very important for the country to be strong and rich. It is really good for me to be in China. I will study hard without suffering disasters, and I will be a small part when the country is in peace. E: First of all, try to solve the problem peacefully and minimize wars. The other is to enhance their own strength in life, their own strong is really strong. Also, we need to do more to build our country. Only when our country is strong can our people have confidence.

5. PRACTICAL ANALYSIS ON IMPROVING COLLEGE STUDENTS' SENSE OF LEARNING SELF-EFFICACY THROUGH CURRICULUM THINKING AND POLITICS

In the process of ideological construction, various colleges and universities across the country have in order to realize the combination of education curriculum and curriculum education, and the group psychological counseling can be course education in the form of theme activities, by setting the different theme to promote college students' psychological health level, such as emotion management, self-understanding, time management, etc., and in the self-understanding of module, College students' sense of learning self-efficacy plays a very important role in themselves. Through reasonable curriculum setting, students can acquire theoretical knowledge and emotional experience in the process of participating in activities in different classes, and at the same time increase their understanding of learning self-efficacy and enhance their sense of self-efficacy.

5.1 Enrich students' successful experience

Normally, people perform a series of actions based on their perception of self-efficacy, and rationalize their own evaluations in pursuit of achievement. And behavior as a result of success, to some extent, will enhance their effectiveness of belief, it extends to the college curriculum of ideological construction, teachers need to give students more academic in the experience, through different forms of classroom teaching activities to let students participate, is their success in school experience accumulation, which in turn to improve their self-efficacy. For this reason, for example, the opposite class, flipped class and experiential class are all looking for ways to involve students, so that students can actively find their own potential in the process of experiencing the class. For example in the country and the war of course activity, through the simple game, prompting students to understand the meaning of oneself for national construction, have students said that their can't give countries to create amazing contribution, although is only in the general public will, but hope to be able to do our best, to work in life, gradually become a valuable person to the social development. In addition, through this course activity, some students can effectively deepen their understanding of the country, form the awareness of self-promotion, and combine the teacher's external reinforcement with students' positive self-evaluation.

5.2 Set up diversified evaluation

In the process of self-evaluation, evaluation conclusions are often drawn by comparing the achievements created by oneself and others. In the course of ideological and political construction, teachers should note that students compare with others in various ways. If the result is that their own behavior is better than others, their self-efficacy will be enhanced, and vice versa. It can also be seen that teachers should pay attention to the way of interaction with students in class, see the specific progress of students in the learning process, and make reasonable evaluation for the specific progress, so as to reduce the frustration of students' self-efficacy caused by comparison. Meanwhile,
they should pay attention to the process evaluation and reduce the weight of the result evaluation.

5.3 Guide students to correct attribution

On the way to the success of students, it is necessary for educators to pay hard and guide students' expectations. Through appropriate methods, students can feel the recognition and expectation of others for their own ability. In view of the development differences among students, expectations should be determined according to the actual situation of students, so that students can gradually and steadily strengthen the sense of self-efficacy. For some students with weak sense of self-efficacy, we should pay attention to the guidance of attribution. According to Bandura, a group with a better sense of self-efficacy will attribute failure to insufficient efforts and adverse environmental factors, while a group with a weak sense of self-efficacy will attribute failure to inadequate personal ability. It is not conducive to the formation of motivation to change the status quo if students assume that the reason for their bad status quo is limited ability. Therefore, in the course construction of colleges and universities, it is necessary to pay attention to the guidance of attribution, so that students can put the cause of their failure on the level of efforts and methods adopted, so that the failure becomes a relatively controllable matter. Such positive attribution can help students build confidence and generate motivation for efforts [2].

6. PROSPECTS AND SHORTCOMINGS

In view of the implementation effect of the theme group activity "Nation and War", colleges and universities should pay attention to cultivating students' sense of self-efficacy in the course of ideological and political construction. Students self-efficacy increase at the same time can improve interpersonal skills, emotion regulation ability, innovation, etc., for the all-round development of students has made the mental ability of bedding, in view of this research is on the teacher and students establish good interactive relations on the basis of, so the theme group activities for self-efficacy of college students improve the existence of a generalization, It is necessary for relevant teachers to conduct verification in the subject areas they teach. Meanwhile, in the course of ideological and political construction, they should create opportunities for students to show their self-value so as to obtain successful experience. Make students know themselves correctly through diversified evaluation; Rationalization guidance attribution, improve students' sense of academic self-efficacy from multiple perspectives.

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Study On Strategies of Effective Classroom Interaction To Promote Student Development

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Abstract: This paper will detail the relevance of students' development and classroom interaction, through professional research and investigation, accurate pertinence countermeasures to promote the development of the students find out the effective classroom interaction, such as regards students as the main body in the classroom, accurately controls the interactive curriculum resources, improve efficiency and optimize the new way, etc., thus effectively using the classroom interaction to promote the overall development of students.

Key Words: Student Development; Effective Classroom Interaction; Macro Education In Colleges And Universities

1. INTRODUCTION
Preface: the main elements of classroom interaction with teachers, students and teaching material, using the effective interaction between teachers and students, it can improve the understanding of the teaching material content, better grasp its internal knowledge, and through the interaction process of flexible to meet the comprehensive development of students and personalized development, build appropriate knowledge system for it.

2. STUDENTS DEVELOP RELATIONSHIPS WITH CLASSROOM INTERACTIONS
On the one hand, with the in-depth reform of educational courses, quality-oriented education has become more and more important. The majority of teachers should timely update the form of classroom interaction when teaching courses, and use efficient interaction in teaching to improve students' acceptance level of relevant knowledge and improve the efficiency of classroom teaching comprehensively. At the same time, the effective classroom interaction is also consistent with current college macro education concept, in the concept of education, universities need to be equipped with different kinds of forms, can be used for classroom teaching and classroom interaction can effectively show the state of students' learning and teachers, a professor at the way of flexibility, etc., under the influence of effective classroom interaction, students' comprehensive qualities will receive comprehensive promotion, and promote their overall development. On the other hand, from the point of view, to promote the development of students' comprehensive new students need to learn the knowledge of literacy class, and in the process of seeking knowledge, effective way to find more key, using the teacher set the classroom interaction can be found that a variety of study way, in the process of discussion with teachers, classmates also helps to understand many kinds of knowledge, improve comprehensive quality, Therefore, the current student development and classroom interaction will have a strong correlation, under the joint influence of both sides, the development of macro education in colleges and universities will make great progress [1].

3. TARGETED STRATEGIES FOR EFFECTIVE CLASSROOM INTERACTION TO PROMOTE STUDENT DEVELOPMENT
3.1 Treat students as the main body of the class
At present, with the great development of the concept of quality-oriented education, the teaching of various subject qualities has become the focus of the majority of teachers. From the perspective of the development trend of macro education in colleges and universities, teachers should constantly adjust their teaching structure, combine the subject qualities with the teaching content, and then comprehensively improve the quality of students. During the classroom teaching, teachers should be returned to students in classroom teaching subject, for the creation of the situation, consistent with its age, thoughts of classroom interaction reuse their own guide, auxiliary identity to help students explore the classroom knowledge, make them take the initiative to find and solve many practical problems, in the unconscious form the subject of high quality, improve the overall quality. In daily work, teachers should take the initiative to explore interesting strong teaching method or form, when work out teaching plans, let more students to participate in the class, not only improve students learning interest of the discipline, will form the habit of independent thinking in the class interaction, comprehensively enhance the effectiveness of classroom each link. In addition, regarding students as the subject of classroom teaching is also consistent with the current student-centered concept. In actual professors, teachers will take the initiative to stand in the perspective of students, effectively improve the pertinence of such teaching, add educational value to such classes, and promote the overall development level of students.

3.2 Accurately control course resources
Under the influence of effective classroom interaction, there are more opportunities for interaction between students and students and between students and teachers. During classroom interaction, teachers should timely expand teaching resources and improve teaching effect through accurate control of such resources. In the process of conducting classroom interaction, for example, to increase the teaching content, improving teaching form, place the multimedia technology into the classroom, teachers through related projection to complement more teaching resources, through the teaching material content and the combination of multimedia teaching resources, coupled with the creation of the interesting scene, the
students' interest in learning will be greatly promoted, Classroom interaction and inquiry will be greatly improved, and with the joint efforts of teachers and students, students' learning ability and learning level will be rapidly improved [2]. At the same time, in the process of searching for course resources, teachers should inquire in detail about current students' mastery of relevant knowledge, and select and supplement teaching materials reasonably according to their learning status and ability, so as to not only improve students' acceptance of such knowledge, but also enable them to learn more abundant knowledge and exercise their thinking qualities.

3.3 Improve interaction efficiency

For the effectiveness of classroom interaction, in order to enhance the effectiveness of classroom teaching, teachers need to improve the frequency of interaction with students in daily classroom teaching, and truly understand students' learning level, learning attitude and psychological state, so that the teaching method can become more effective. Specifically, in order to better improve the efficiency of classroom interaction, teachers should create appropriate interactive ways. According to the macro education theory of colleges and universities, colleges and universities should focus on the quality of teaching when carrying out classroom teaching, that is, to make more students accept classroom knowledge in effective ways. For example, during the subject teaching, teachers can choose panel discussion method, before using this way will the students assigned to different group, the principles of distribution can be according to their different learning attitudes, learning ability, interest, after fulfilling the grouping, to guide their active learning tasks, students can obtain various knowledge accomplishment, through effective division Develop excellent study habits. In addition, in terms of improving the frequency of classroom interaction, teachers can also timely change the teaching scenes and classroom forms to improve the interactive learning effect on the basis of ensuring students' enthusiasm for learning. In the group discussion between students, teachers can give appropriate guidance, not directly interfere in the discussion process, so that each student has independent thinking space. After completing the group interaction in class, both students and teachers should timely evaluate the teaching process, improve the understanding of teachers and students on the teaching method, and lay a suitable foundation for the subsequent adjustment.

3.4 Optimize new interaction modes

Since each student's psychological state, learning ability and learning attitude are different, a single method can not be adopted in setting up the teaching form, and efficient interaction with students should be used to improve their comprehensive development. Generally speaking, from the representation of teaching methods, the interaction between teachers and students is mainly teacher guidance, questioning, correction and affirmation. While students are required to follow the requirements of teachers and practice thinking, solving problems, correcting and judging according to their problems. Although this kind of interactive form is effective and direct, students' thinking mode is always under the guidance of teachers, and their learning of relevant knowledge is lack of inquiry, which to some extent reduces students' learning effect. The majority of teachers need to create new ways of interaction in their daily work, improve the effect of classroom interaction by increasing the frequency and frequency of interaction with students, skillfully integrate the content of teaching materials and the way of classroom interaction, and improve the professional level of students and promote their comprehensive development under the guidance of such classroom forms.

4. CONCLUSION

To sum up, the effectiveness of classroom interaction and students' future development closely related to the formation, in the current macro education in colleges and universities, the teachers should control based on life science idea, use to interact with students in the classroom is suitable to enhance learning, develop good study habits, through changes to improve the teaching effect of classroom teaching interaction.

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The Practical Effect of Ideological and Political Theory Course on Contemporary College Students' Education

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Abstract: For colleges and universities, it is an important task to strengthen students' ideological and political education in the new era. It plays an important role in completing ideological and political education and improving students' ideological level. Based on the practical effect of ideological and political education for college students, this paper summarizes the education concept, curriculum construction and other aspects. This paper puts forward practical suggestions for ideological and political education, aiming at promoting the smooth development of ideological and political theory courses for college students.

Key Words: Ideological And Political Theory Course; College Student Education; Effectiveness

1. INTRODUCTION
Both the society and the development of colleges and universities have put forward new requirements for college students' quality and ideological and political education. Colleges and universities should concretize ideological and political education more fully to ensure the effective implementation of ideological and political education and guide students to develop correctly. Improve the effectiveness of ideological and political education, and give play to the educational function of ideological and political theory education.

2. STATUS QUO OF IDEOLOGICAL AND POLITICAL EDUCATION AND FACTORS AFFECTING ITS EFFECTIVENESS
2.1 Ideological and political education status of college students
The purpose of ideological and political education for college students is to improve their political concept and achieve good development. At present, most colleges and universities lack effectiveness in ideological and political education, and it is difficult to ensure the improvement of students' ideological and political education consciousness. In the process of education, most students regard ideological and political education as a mandatory requirement and lack enthusiasm for ideological and political education. In addition, colleges and universities cannot provide students with social practice, and it is difficult for students to combine theory with society. It is difficult to promote the all-round development of students' moral personality and affect the quality of ideological and political education.

2.2 Factors influencing effectiveness
From the perspective of the influencing mechanism of ideological and political education in colleges and universities, the main factors affecting the effectiveness of education are students themselves, colleges and universities and social environment. The social development of students leads to the diversity of ideas, and the lack of correct guidance affects the development of personality and morality. The influencing factors of colleges and universities lie in the lack of clear understanding of students, which makes them unable to educate students' psychological development and carry out educational intervention according to their behaviors. This is because of the lack of perfect ideological and political educators in colleges and universities, which cannot guarantee to provide effective transactions for students' development. In addition, the development of social environment is increasingly complex, and Internet information makes information more complicated, which affects students' correct judgment, causes cognitive confusion of students, and affects the improvement of the effectiveness of ideological and political education.

3. MEASURES TO IMPROVE THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION
3.1 Adhere to the correct ideological and political orientation
3.1.1 Take socialism as the leading role in education
In the process of college students' education, there are many phenomena such as students' confused political belief and lack of sense of responsibility. It is urgent to improve the effectiveness of education to ensure that students take the right path, cope with the changing social environment, and adhere to the correct value orientation. In the new era, it is particularly important to link students' ideological and political education.

The sixth Plenary Session of the 17th CPC Central Committee proposed to promote the development of socialist culture, and required colleges and universities to pay attention to socialist core values, take them as an important basis to guide students' thoughts and behaviors, and cultivate students' concept of honor and disgrace and national spirit. Ideological and political education requires students to connect the society with the individual, not just stay in the superficial pursuit. Through ideological and political theory education, we can give full play to the function of education, lead students to the right path and achieve new development [1].

3.2 People-oriented education concept
Ideological and political education aims at cultivating students with all-round development. It not only requires students to fully master theories, but also requires students to have good moral character and perfect personality. In
daily life, we actively pay attention to the needs of students, solve the problems of students from the actual situation, help students overcome various problems, and create space for students' free development. Colleges and universities should study the problems existing in students at school, and solve the problems for students based on the reality of students, listen to students' opinions, promote ideological and political education to play a practical role, and optimize students' main position in school.

3.3 Strengthen ideological and political theory curriculum construction
For ideological and political education in colleges and universities, ideological and political education is an important channel to ensure theoretical teaching. In this regard, colleges and universities should enrich the educational content and ensure that the teaching methods can be changed to better meet the needs of students and meet the overall development of students' body and mind.

3.3.1 Enrich teaching contents to meet social needs
Strengthening situation and policy education is an important part to ensure the effectiveness of ideological and political education. This is because strengthening situation and policy can help students pay more attention to major news events at home and abroad and improve their political sensitivity. It can help students gradually understand the development situation at home and abroad, and realize hot spots in society and the world. Colleges and universities should make full use of communication channels, actively publicize hot news, enhance the viscosity between students and hot news, and help students understand the current development situation.

Strengthening traditional culture education is an important way to inherit and carry forward classical culture. By connecting traditional culture with individuals and groups. Through this education, students can have a deeper understanding of the connotation of Chinese culture, improve their national spirit and sense of cultural confidence, and identify with their own national culture.

3.3.2 Innovative teaching methods
Teaching methods are directly related to education, and methods have a direct impact on the quality of teaching. As an important link in the teaching process, choosing the correct teaching method is of great significance to the effectiveness of education. In traditional education, teachers prefer to adopt one-way indoctrination, which affects students' absorption of knowledge. Teachers should change teaching methods and adopt a two-way interactive way to improve students' enthusiasm for teaching. Ideological and political education is more effective when students actively want to learn. The combination of theoretical education and practical education can promote students to internalize knowledge and improve practical ability, which is also the inevitable choice of innovative teaching methods.

3.4 Improve the system and strengthen team building
For ideological and political education in colleges and universities, we should improve the quality of ideological and political theory education and give full play to the role of education. In order to guarantee the principal status of the education workers, we should strengthen the construction of ideological and political education team. Improve the comprehensive quality of ideological and political educators, firm belief and stand. Colleges and universities actively expand channels to create conditions for educational workers and cultivate ideological and political education teams with excellent quality and high ideological consciousness; And strictly select objects with higher theoretical level to ensure that they can have keen analytical ability and innovative spirit in the face of complex environmental changes, so as to ensure that they can gain a foothold in the complex environment. In addition, to strengthen the construction of ideological and political education team, we should also ensure that there are supporting systems. A sound system should be established to improve the quality of ideological and political education, and the system should be linked with assessment and professional title evaluation to form a competition mechanism, which can play a good incentive role and ensure the enthusiasm of workers.

3.5 Enrich ideological and political practice
For students, after learning ideological and political theory education, they also need to combine with practice to improve their moral quality and give full play to the effectiveness of education. Therefore, colleges and universities should provide students with social practice opportunities. Strengthen the construction of campus culture, help students better set up the correct concept, fully enhance the ideological and political quality of students, improve the vitality of ideological and political education. Students can be organized to carry out social practice based on different needs and combine social activities with college career selection and entrepreneurship to ensure that students can participate in practice at all times.

4. CONCLUSION
To sum up, the essence of ideological and political education is to improve students' ideological quality and provide them with the correct political direction. The effectiveness is the vitality of ideological and political work itself, the lack of effectiveness will affect the effect of ideological and political education. Therefore, in order to effectively improve the ideological and political concept of college students, ideological and political education should be implemented in education based on reality, strengthen the practical effect of ideological and political education, and ensure the educational value of ideological and political education.

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Abstract: With the improvement of the level of social development, people's quality of life has been improved, compared with the material pursuit, more attention is paid to spiritual satisfaction, film is one of them. Based on this, in order to master translation skills, this paper studies the specific application of translation theories and methods in Chinese films for reference in related work.

Key Words: Chinese Film; Translation Theory; Combination Of Direct And Free Translation

1. INTRODUCTION
Under the mechanism of globalization, cultural exchange activities are increasingly frequent, and people's demand for films is constantly increasing. More and more Chinese films are introduced to the world. However, due to huge cultural differences, Chinese films need to be translated. Therefore, it is necessary to study the application of translation theories and methods in Chinese films so as to ensure the overall artistic quality and connotation of films.

2. STUDY TRANSLATION THEORIES IN CHINESE FILMS
2.1 Literary translation
Literary and artistic translation mainly studies the translation results, especially the style characteristics, thematic structure and artistic effect of the original text and the translated text, and pays more attention to highlighting the unique style of Chinese film works and the infectivity of language creativity. For any language, its expression and creativity are rich, through the use of literary translation theory, can be lost in the process of translation through the creation of new things to compensate, so as to make the original and the target text consistent in artistic effect. Take A Chinese Odyssey: A Chinese Odyssey: Pandora's Box as an example, in order to retain the style and connotation of the film, the translated title is "Chinese Odyssey: Pandora's Box", namely, "China's Odyssey: Pandora's Box". The translation of the film title based on literary and art translation theory retains the overall structure of the Chinese film title, as well as the annotated rhetoric, and turns the precious Box of Moonlight, which is difficult for foreigners to understand, into Odyssey and Pandora's Box known to westerners. In this way, even foreigners who do not know journey to the West know the style and general trend of the film, thus arousing the expectation of the audience. This translation theory is in line with the language acceptance habits and cultural atmosphere of English speakers in western countries and leads the audience to the original work. Compared with the literal translation of "Moonlight Box", the effect of publicity and communication is more ideal [1].

2.2 Communicative translation
Cross-cultural communication is inherently difficult. As one of the carriers of cultural communication among countries in the world, the essence of film is cultural circulation. In the case of large cultural differences, many foreigners will have a deviation in understanding of the content of the film without understanding the traditional Chinese culture. Take the film Scraping as an example. This film mainly tells the misunderstanding of the ancient medical technique of scraping under the circumstance of cultural differences. Scraping is literally translated as "Skin scraping", but in China for thousands of years of use and inheritance, scraping is mainly used to treat and relieve human discomfort and is a healthy Chinese medicine technique. But after scraping, human skin will appear hemorrhagic points and scraping marks, which is one of the features of scraping, and then gradually fade away. However, in the eyes of Westerners unfamiliar with the traditional Chinese medicine technique, the features of scraping lead them to believe that scraping is a form of abuse, leading to criminal charges against older Chinese. This is the Chinese and western cultural differences and conflicts, therefore, to better convey the inner meaning of "scrapping", avoid foreigners to form the wrong cognition, the translation of the film is "Treatment", namely the meaning of "Treatment", let westerners is aware of the Chinese magic skill, this is the communication translation theory, realize cultural identity at the same time, Enhance the affinity throughout the film.

3. STUDY THE APPLICATION PATH OF TRANSLATION METHODS IN CHINESE FILMS
3.1 Translation methods
The so-called modified translation mainly refers to adaptation-based translation. The translation result under this method has little connection with the original content of Chinese films, especially the title of the film, or even no connection. Based on the actual content of the film, the book is translated in innovative ways. For example, classic films such as The Promise were translated into Seventeen Years, Home for The New Year, and Look Pretty was translated into Little Red Flowers. Among them, the whole film Looks Beautiful is centered on kindergarten children Xiao Honghua and Fang Qiangqiang. Xiao Honghua is an important clue running on kindergarten children. The English translation of "Little Red Flower" can play an empathic role on the one
hand and arouse people's emotional resonance on the other hand, so as to get emotional sublimation, which is more conducive to the core expression of the film and the understanding of westerners [2].

3.2 Literal translation method
The literal translation method is faithful to the content of the original text, and pays more attention to the expression of the content and form of the original text in the translation of Chinese films. Under the literal translation method, the order of importance of the translation of Chinese films is as follows: original content > original form > translation form. By using this translation method to translate Chinese films, foreigners can directly understand the content and internal expression of the film, but the use of this translation method has certain requirements, usually applied to films with similar symbolic objects as the title. For example, The literal translation of My Father and Mother is My Father and Mother, and Kung Fu is also directly translated into Kung Fu. Among them, the film "Evening Bell" is directly translated into "Evening Bell", because "Evening Bell" conveys a feeling of sadness, desolation, but also solemn and sacred. The film mainly describes the after the victory of the war, Japan surrendered at the time of caring about human nature, human and suppress of vocal, moreover, the film's tone is also relatively cold dark and solemn, there was a segment is a farmer waved ax in a curfew, will be cut off, the Japanese towers timber tower collapsed, while the mean Japan's aggression come to an end, The evening bell sounded the death knell for Japan. Therefore, for such Chinese films, literal translation should be used to directly express the spiritual magic of people's hearts and break cultural differences by using symbolic images together.

3.3 The combination of direct and free translation
The combination of direct and liberal translation is to add explanatory content based on literal translation to ensure that The translation is closer to The original text. For example, Old Days in Southern Beijing is translated into Old Days in Southern Beijing, or Big Shot is translated into Funeral of The Famous Star. Take "Big Shot" for example, in Chinese culture, "wrist" means Famous Star, namely "Famous Star". In order to make foreigners better understand the content of the film, the core event of funeral is added to explain, so as to better stimulate the audience's desire to watch.

4. CONCLUSION
To sum up, the application of translation theories and methods in Chinese films is of great practical significance to the increase of film propaganda, dissemination scope and effect. Therefore, according to the actual content of the film, the overall style and other aspects, we should choose a reasonable translation theory and translation methods, so as to make The Chinese film better to the world.

REFERENCES
Research And Practice on Classified Training of Higher Vocational Marketing Majors Based on Integration of Production and Education

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Abstract: Higher vocational colleges are China’s characteristic education and teaching institutions in recent decades. Its purpose is to train professional and technical talents for the country, so as to meet the needs of the society and the public and promote the country’s economic development. The student source structure for students is relatively complicated, so in the process of training students, it is easy to cause inconsistent student source institutions, so that students cannot play important values after employment, and ultimately it is difficult to achieve the goals of higher vocational education. Therefore, in the teaching process of higher vocational education In order to stimulate students’ potential and realize the educational value of higher vocational education, this article takes the marketing major of higher vocational education as an example to explore its background in the integration of industry and education. The research and practice of the classification and cultivation of hierarchical teaching under the classification, for the reference of relevant personnel.

Keywords: Integration Of Production And Education; Higher Vocational Education; Marketing Major; Classified Training; Hierarchical Teaching

1. INTRODUCTION

With the rapid development of the national economy, marketing majors are favored by the public in higher vocational colleges, and under the trend of year-on-year expansion in higher vocational colleges, the number of students majoring in marketing is increasing. However, due to the source structure of higher vocational colleges, it’s more complicated, so there are big differences between students. If you want to follow a unified teaching model and school-enterprise cooperation, it will be difficult to achieve a good education effect. Eventually, students will not be able to adapt to employment positions, and there are many new The birth of the business model has caused changes in the society’s demand for marketing professionals. Therefore, higher vocational colleges need to clarify the changing trend of the demand for marketing professionals, strengthen school-enterprise cooperation, and conduct marketing based on the integration of production and education. Professional students are trained in classification and hierarchical teaching mode, so that students can adapt to the needs of the social situation, to ensure the improvement of the quality of talent training in higher vocational colleges, and ultimately to cultivate talents with higher professional ability and comprehensive level for the society, so as to promote Good development of market economy. According to the social development situation, the current vocational colleges’ market professional classification training and stratified teaching need to focus on the cultivation of students’ abilities. The specific performance of the relevant abilities is as follows:

2. CULTIVATE STUDENTS’ INFORMATION ANALYSIS ABILITY

The teaching work of higher vocational marketing under the integration of industry and education needs to focus on cultivating students’ information analysis ability. The mastery of market analysis ability of students can play an important role in market research, so that students can write survey reports and conduct market analysis. Market analysis ability needs to be carried out and implemented according to the content of marketing courses, economic mathematics courses, market research and marketing. When setting up courses, it is necessary to reduce the burden of schoolwork, reduce the difficulty of teaching, and strengthen the focus on practical teaching. In the theoretical knowledge teaching, teaching activities should be carried out scientifically based on the students’ learning situation, and if necessary, the fun of teaching can be enhanced through competitions. This ability is a necessary ability for students to master marketing knowledge, and it is also a key ability element.

3. CULTIVATE STUDENTS’ PRODUCT PROMOTION ABILITY

The so-called product promotion ability means that students have the ability to write product promotion plans based on the ability to independently write survey reports and conduct market analysis, and to clarify the methods and skills of product promotion, which can then be independently implemented and implemented. The training of students’ product promotion ability needs to be implemented based on customer relations, practical training courses, on-the-job training courses, sales training courses and other content. This type of course pays more attention to practical teaching and requires students to be able to operate. In teaching, internship is mainly used as the main teaching method, and classroom teaching is used as an auxiliary. This ability is also required by marketing students, so it needs to be paid attention to and valued by teachers and students [1].

4. CULTIVATE STUDENTS’ MARKETING ABILITY

...
PLANNING ABILITY
Marketing planning ability is the ability to analyze market-related data and information. Under the premise that students can master the product promotion ability, promote products or brands. This has certain requirements for students' overall quality and ability level. Related courses include knowledge content in marketing planning and brand management, advertising promotion, etc. Training students' marketing planning ability is a more difficult teaching task. At the same time, students need to actively overcome difficulties in their studies and be able to solve existing problems in a timely manner. Confusions and problems encountered. In actual teaching, teachers can use competitions to implement teaching work. Although some employers do not set strict requirements on this ability, it reflects the comprehensive level of students and the ability to innovate and create. Therefore, the same Need to be taken seriously [2].

5. CULTIVATE MARKETING MANAGEMENT CAPABILITIES
After graduation, students enter the work position, through continuous training of students' own ability level, and marketing students also need to have marketing management capabilities, which requires students to master and effectively apply corporate management information processing and economic On the basis of management knowledge, formulate marketing campaign plans based on the knowledge mastered, and implement them. Therefore, students majoring in marketing need to learn based on relevant courses such as business management, information management and accounting economics, and gradually master the marketing management ability. The overall quality requirements of students are extremely high. Students need to have rich work experience and mature and perfect professional knowledge, as well as good insight and creativity, which can play an important role in the future work and development of students, so students To be able to gradually master according to their own development needs [3].

6. CULTIVATE MARKETING AND ENTREPRENEURIAL CAPABILITIES
In the context of the current rapid development, e-commerce based on the integration of production and education teaching mode is also constantly moving forward, and government departments have paid attention to student innovation and entrepreneurship, and formulated relevant policies to support college students' innovation and entrepreneurship. Marketing students are required to have good marketing entrepreneurship capabilities, including online entrepreneurship capabilities and offline entrepreneurship capabilities. As for the cultivation of marketing entrepreneurial ability, marketing students need to scientifically select entrepreneurial projects on the basis of mastering marketing methods and skills. The curriculum settings mainly include entrepreneurial education, online store operation, data analysis, and logistics professional knowledge. For this, it is necessary to optimize and improve the talent training program under the premise of clarifying the professional ability level of students to ensure that students can effectively apply majors Knowledge, training students' hands-on ability, but also training students' awareness of innovation and creativity, so that students dare to innovate, dare to create, so as to lay a solid foundation for students' entrepreneurship, provide favorable conditions, and play an important role in improving students' marketing and entrepreneurship capabilities.

7. CONCLUSION
To sum up, based on the classification and training of higher vocational marketing majors based on production and education, hierarchical teaching needs to be paid attention to and valued by teachers, as well as support and cooperation from students. For this need, the teaching work will be carried out in a targeted manner according to the learning needs of students, future development and students' ability level, and cultivate students' different abilities, including cultivating students' information analysis ability, cultivating students' product promotion ability, cultivating students' marketing planning ability, and cultivating students Marketing management ability, training students' marketing and entrepreneurial ability, etc., can play a key role in the future development of students.

REFERENCES
Impact Of the Coronavirus Pandemic on The 
Russian Economy

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Abstract: The emergence of the new coronavirus has caused serious problems for the Russian economy, with Western sanctions and lower oil prices. This article explains the impact of the new coronavirus outbreak on the Russian economy and policy, as well as measures to counteract the negative effects.

Keywords: Economy; Economic Impact; Pandemic; Coronavirus; COVID-19.

1. INTRODUCTION
The World Health Organization (WHO) announced on January 30, 2020, that the novel coronavirus already represents a worldwide threat. The same day, the International Monetary Fund (IMF) recognized that the outbreak would have an impact on the world economy. To date, the major damage to the global economy has not been caused by the novel coronavirus itself, but by actions taken to combat the epidemic. The outbreak of the new coronavirus has disrupted the economic and political structures of almost all countries in the world. The world's largest economies, such as the United States, China, the United Kingdom, Germany, France, Italy, Japan, and many others, are predicted to fall into a severe economic recession in 2020 that will continue for years to come.

2. ANALYSIS OF THE CURRENT SITUATION OF THE RUSSIAN ECONOMY
In order to contain the spread of the coronavirus, the Russian government was forced to close its borders, restrict the movement of people and slow down trade. As a result, Russia's economic growth slowed down. Right now, most of Russia's economic experts are talking about the economic slowdown caused by the new coronavirus pandemic. According to them, Russia's economic indicators are in rapid decline, but its negative impact affects not only the Russian economy, but also the global economy as a whole. The level of Russian GDP should fall by at least 15 to 20% due to the epidemic. In addition, due to the recent pandemic, oil prices are not expected to rise, but are more likely to fall, which negatively affects the economy of the Russian Federation, since oil is the main export commodity of the country. In the context of socioeconomic problems, political and economic events such as Brexit and the trade war between the United Kingdom and the United States have been affected by the epidemic. Oddly, the outbreak has "contributed" to the economic crisis in the Russian Federation, and the more serious the situation, the more serious the consequences. Everything happened according to the domino principle, namely that one after the other economic sphere fell into a coma.

Compared to 2019, the global economy will decline by about 3-5% in 2020, and Russia's economic performance in 2020 is considered to be the worst year since the collapse of the Soviet Union. In 2020, the level of Russian GDP will decrease by over than 14.5%. The world price of oil and petroleum products is especially important to the Russian economy. However, it will not be possible to export these products until industrial production capacity is restored and various cargo shipments are established.

Moreover, world oil prices fell sharply, with oil prices reaching nearly $18 per barrel in April 2020. However, another major cause of the drop in oil prices in 2020 is the coronavirus outbreak. The decline in global oil demand in 2020 is due to the unpredictable impact of the new coronavirus spreading between countries around the world, limiting transportation and broader economic production and distribution. To the real threat of an epidemic and a decrease in demand for energy resources, oil prices reacted with a decline. The dynamics of prices for Brent crude oil are shown in Figure 1. Since the beginning of 2020, the price of Brent crude oil fell from $69.27 per barrel to $53.43 per barrel between January 6 and March 3, a 22.87% drop. The US dollar surged above 66 rubles per US dollar for the first time since September 2019, in February 2020, at the Moscow Stock Exchange. Russian equity indices declined from 3.4% to 5.1% and returned to multi-month lows.

Figure 1. Brent crude oil prompt month($/bbl)

The study revealed that global oil price shocks and the appearance of the novel coronavirus may lead to different scenarios for Russia in the future. (slow economic growth, economic prosperity, weak recession, economic recovery, moderate recession, economic stagnation, vigorous recession and economic transition). The eighth scenario (economic transition) would be the most likely scenario for the Russian economy, considering the current decline in oil prices, Western sanctions against Russia, and uncertainty about the end of the new crown virus. As a consequence, Russia's economy will be more digitized...
and the role of the government in the economic apparatus will be higher than before the epidemic. Furthermore, Russia will speed up the process of regionalization and Asia to reduce the impact of Western sanctions. In addition, the share of oil revenues in the government's budget will drop dramatically.

3. IMPACT ON RUSSIA'S ECONOMY AND ASSOCIATED MEASURES.

The impact of the novel coronavirus on Russia may occur as follows.

Affect the Russian economy from a microeconomic and macroeconomic point of view, undermining Russia's economic partnerships with other countries. This can lead to other social and economic problems. Increased oil market surplus due to reduced fuel demand due to closed production facilities and reduced traffic. The fall in oil prices will put the Russian economy in an extremely critical situation. Russia will lose huge amounts of money and its main source of business income. Russia will face a situation of capital outflow. Because in any period of crisis in the Russian Federation, businessmen are more willing to invest their money in more resilient parts of the economy. Tightening of the flow of goods and reduction of risky investments and consumer activities during the complete quarantine of the outbreak. The threat of the new coronavirus hits consumers, which is key to the economic downturn.

With the support of the people, Russia's President Vladimir Putin announced a series of measures to support the economy during the pandemic.[4] Provide the people with the needs and support they need. Support to economic sectors at risk. Support for small and medium enterprises. Systemic measures.

In Russia, the industries most affected by the novel coronavirus are air transportation, hospitality, public catering and private educational establishments. In support of these industries, a crisis reserve of 300 billion roubles is proposed. The Council of Ministers proposed giving interest-free loans to companies to repay wages owed to employees. The proposal is backed by major commercial banks such as the Sberbank of the Russian Federation and the External Trade Bank of Russia. The Russian Minister for Economic Development, Leshetnikov, stressed that situations like the pandemic are temporary and that, over time, the economy will return to its previous state and start growing.

4. CONCLUSIONS

Never has the modern economy faced such serious and far-reaching problems, leaving an undeniable mark on the Russian economy and history. On the one hand, it was an unforgettable experience for Russia, but it also cost a lot of money. Experts believe that if isolation and restrictive measures have to be taken again, the national economy will simply not be able to cope with this shock and most businesses will go bankrupt and be forced out of business. To avoid this, we must explore how to respond to stringent quarantine measures as the economy recovers. Due to the complexity of the influential factors, it is impossible to predict with accuracy the future of the Russian economy. The challenges of a new coronavirus outbreak require more research to better understand its diverse implications.

REFERENCES

A Brief Talk on The Actual Application of Chinese Painting Techniques in Ceramic Painting

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Abstract: In my country’s traditional culture, Chinese painting and ceramic art are both very classic content. Ceramic painting uses professional painting techniques on the ceramic matrix to make an ordinary ceramic into a rich appearance. Artwork. The integration of painting art has added artistic flavor to ceramic products. Among the Chinese painting techniques in my country, its richness and professionalism have reached a relatively high level of professionalism, and the style of Chinese painting and the cultural nature of ceramics are also very compatible. Presenting different Chinese painting techniques in ceramic products can better enhance the strong artistry of ceramics.

Keywords: Ceramic Painting; Chinese Painting Technique; Practical Application

1. INTRODUCTION
Analyzed from the professional perspective of Chinese painting techniques, the types of painting techniques usually show the characteristics of diversity. In the process of fusion of Chinese painting techniques and ceramic paintings, it is necessary to realistically base the style of ceramic products? What kind of Chinese painting technique can be matched with it, and only a well-matched artwork can better enhance the artistic display effect of ceramic products.

2. GENERAL INTRODUCTION OF CERAMIC PAINTING ART
From the perspective of ceramic painting art itself, the history of development and the types of paintings have very typical characteristics. Because ceramic painting is the main body of artistic expression, so in the process of integrating with Chinese painting techniques, it is necessary to first Analyze the development summary of ceramic painting art and the types of paintings, so as to be able to better design artworks.

2.1 Brief development history
Painting on ceramic products can show professionalism and good artistic effects. Because the painting method and Chinese painting are essentially consistent, the two have a mutual restriction, influence and promotion in the process of development. Analyzing from the perspective of historical development, the fusion of my country’s ceramics and Chinese painting techniques took shape as early as the late Song Dynasty, and later went through the Wei-Jin period and the Tang Dynasty coloring and other stages, and has a long history in different dynasties in ancient my country. The technique of ceramic painting has experienced many stages of development. According to the specific type of painting, the painting method on ceramics is mainly colored painting. If the colored painting is classified in detail, it can be roughly divided into underglaze blue and white, multicolor porcelain, pastel on axis, etc.[1].

2.2 Introduction to typical ceramic painting categories
The first point is that among the painting types of ceramics, the most common painting type is blue and white. In the actual process of painting, the carrier is mainly used as the main material of oxidized diamonds. The ceramic products are not formally fired. The rendering of a carcass, the blue and white drawing method is directly carried out on the carcass. Once the painting has passed the basic stage, the upper part of the carcass will continue to cover and merge the transparent glaze, and put it under high temperature, and then blue and white porcelain products will appear. The advantages of this method and technology are mainly reflected in the painting process, which can ensure that the underglaze is in a complete and stable state, and it is not easy to cause damage and fall off in the later period, and the molding effect is relatively good. Secondly, in terms of line modeling, it is more consistent with the line modeling pursued by the Chinese painting style. Both use pen and ink to form the effect of painting. This is the main factor that ceramics can use Chinese painting techniques to merge into works of art [2]. Secondly, in ceramic painting, red in glaze is also a relatively common type of painting. The red hue is mainly a blend of copper as a coloring agent. For example, glass, quartz and other materials can be mixed together to form one. It is a kind of independent drawing material. This method of painting is mainly applied to the surface of the plain tire. After the normal painting is completed, the same method is needed to cover the glaze. When carrying out the actual glaze red painting technique, the first thing to pay attention to is to fully consider the change reaction of the copper element in different environments [3].

3. THE FUSION OF CHINESE PAINTING TECHNIQUES AND CERAMIC PAINTING
From the above, it can be seen that the techniques of Chinese painting and the artistic expression of ceramic painting have certain similarities in style, type and artistic beauty, which laid a certain foundation for effective integration in the later period.

3.1 The fusion of Chinese brushwork and ceramic painting
The brushwork of Chinese painting is mainly shows different painting forms through the use of brushes and the technique of accent and frustration. Through the perspective analysis of painting techniques, we can know...
that dots, hooks, and dyeing are also types of brushwork in polychrome painting. Different painting modes need to be applied to different ceramics, such as blue and white, pastel and red in glaze, all need to use the outline method in the Chinese painting technique. The main feature is that this technical method can make the surface lines of the ceramic appear. In the process of painting, the glaze should be carried out on the smooth porcelain surface. In order to better guarantee the painting effect, it is necessary for the relevant personnel to master the degree of pen strength.

3.2 The use of ink in Chinese painting and the fusion of ceramic painting

In the painting stage, the use of ink also includes a lot of types: thick ink, light ink, ink and so on. The author of this article mainly analyzes the ink accumulation method used in ceramics. This method of ink is mainly used in the creation of Chinese landscape painting techniques. The accumulation of ink layer by layer can form a thick form of superimposed mountains, highlighting a very prosperous effect. Among the award-winning works of the Biennale of Chinese Porcelain Painting, most of them are made of blue and white porcelain using the method of accumulating ink. The painting uses different levels of shades of ink to complete the painting of the mountain scenery, and it is also the method of accumulating ink. Among the most successful representative works [4].

3.3 The fusion of the color settings of Chinese paintings in ceramic paintings

In the coloring, the coloring types of Chinese painting include mussels, heavy color, splashing color and other forms. This article mainly uses the method of heavy color as a case. According to the painting aspect of ceramics, the expression of heavy color in Chinese painting The most similar is the painting method of high-temperature color glaze, but the color lure cannot be directly applied in the firing process of ceramics. This is mainly because the firing of ceramics needs to be at a high temperature, and the color lure contains fluid properties. Destroy the overall path of the painting.

4. CONCLUSION

In summary, Chinese painting techniques and ceramic painting art have a long history of culture and art in their emergence and long-term development stage, and the two pursued artistic styles and related aesthetics have certain similarities. In the process of fusion of the two, different Chinese painting techniques can be well displayed through ceramic painting and firing. Therefore, in the future development of ceramic painting techniques, it is even better to improve the fusion of the two. The formation of artistic effects.

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Exploring The Effective Implementation of The Case Teaching Method in College Civics Courses

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Abstract: Under the current situation, the teaching of ideological and political courses in colleges and universities has received increasing attention. How to improve the level of ideological and political courses in colleges and universities has become a major problem facing Chinese colleges and universities. It is worth noting that most of the teachers in the teaching process of ideological and political courses in colleges and universities at this stage adopt the traditional teaching mode, the level of teaching work is low, and it is more difficult for students to understand theoretical knowledge, which has caused some negative effects on the teaching progress and quality. Therefore, relevant personnel should pay attention to the study and analysis of the application principles and implementation strategies of the case teaching method in the teaching of ideological and political courses in colleges and universities, so as to bring some help to the improvement of subsequent ideological and political teaching in colleges and universities.

Keywords: Colleges And Universities; Ideological And Political Courses; Case Teaching Method

1. INTRODUCTION

At this stage, Chinese colleges and universities have gradually realized the importance of ideological and political teaching in the development process, and actively tried to innovate the teaching mode of ideological and political courses in order to improve the level of ideological and political teaching. Under the current situation, the case teaching method has received high attention, and some colleges and universities have also made some attempts in the teaching of ideological and political courses. However, due to the influence of many factors, there are still some problems when teachers apply the case teaching method, and it is difficult to effectively improve the teaching level of ideological and political courses. This article analyzes the problems in the application of case teaching method in the current ideological and political course teaching in colleges and universities in detail, and puts forward several application principles and implementation methods, in order to help colleges and universities better carry out the ideological and political teaching work.

2. CURRENT PROBLEMS IN THE APPLICATION OF CASE TEACHING METHOD IN THE TEACHING OF IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES

2.1 The case is not closely related to the textbook
2.1.1 Case teaching method lacks systemicity

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to solve problems in learning, and deepen students' understanding and memory of relevant knowledge.

3. IMPLEMENTATION PRINCIPLES OF CASE TEACHING METHOD IN THE TEACHING OF IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES

3.1 Case teaching method should serve the teaching of ideological and political courses

In applying the case teaching method in the teaching of ideological and political courses, college teachers should make it clear that the case teaching method serves the teaching of ideological and political courses, and by applying this model to improve the interest of the teaching of ideological and political courses, so as to stimulate students to participate in the teaching of ideological and political courses. Passion. Moreover, teachers should pay attention to the selection of cases when applying the case teaching method to ensure that the cases meet the requirements of ideological and political teaching, and use cases to reflect the value responsibility, problem responsibility and typical responsibility, and ensure that the case can be used in the ideological and political teaching. Play its due role [2]. In addition, when applying the case teaching method, teachers should distinguish between them and examples. They should not simply enumerate examples, but should guide students to conduct full and detailed discussions through specific cases, so that students can diverge their own thinking during the discussion process. Improve the teaching level of ideological and political courses.

4. WAYS TO IMPLEMENT CASE TEACHING METHOD IN THE TEACHING OF IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES

4.1 Teaching preparation

In applying the case teaching method in the teaching of ideological and political courses, college teachers should pay attention to the reasonable selection of teaching cases in the teaching preparation stage, and make PPT and micro-videos to lay a good foundation for the development of subsequent teaching work. For example, when explaining the knowledge of “the people are the creators of history”, teachers should pay attention to asking students to collect the deeds around them and analyze hot social events, and make micro-videos based on this, so as to ensure the effectiveness of the case teaching method. High-level application to strengthen the influence on students' thinking.

4.2 Teaching Practice

In the process of teaching practice, if teachers want to improve the application level of the case teaching method, they should clarify the goal of ideological and political teaching, select cases reasonably according to the theoretical framework of the textbook, and set up questions in the teaching process, and make full use of the students’ experience through the questions. Curiosity stimulates students' enthusiasm for learning, ensures that students can conduct intense discussions based on problems, and ensures that students' thinking can be better diversified in the teaching process. Teachers should pay attention to their own guiding role in the process of student discussion, provide students with necessary help, guide students to discuss in the right direction, avoid waste of classroom teaching time, and ensure the quality and progress of ideological and political teaching[3]. In addition, teachers should pay attention to asking students to summarize and summarize after the student discussion, and further analyze and explain related theoretical knowledge, so as to ensure the effect of ideological and political teaching and improve students' ideological awareness.

4.3 Teaching reflection

If college teachers want to improve the application level of the case teaching method in the teaching of ideological and political courses, they should pay attention to the analysis of its application effects in the teaching reflection link, and summarize them, so as to provide a reliable basis for improving the follow-up work. In addition, teachers should pay attention to finding students’ feelings and demands in case teaching, answering students’ doubts, and improving follow-up work based on students’ feedback to ensure that case teaching methods can play their due role.

5. CONCLUSION

To sum up, the application of case teaching method in the teaching of ideological and political courses in colleges and universities can improve the teaching level of ideological and political courses to a certain extent, and the difficulty for students to learn and understand theoretical knowledge is greatly reduced, which can effectively speed up the teaching progress. However, the application of case teaching method in the teaching of ideological and political courses in colleges and universities in our country still has problems such as unreasonable case selection and insufficient timeliness of cases, which have caused some negative effects on the application effect of case teaching method. Under the new situation, college teachers should actively innovate their own teaching concepts, actively try to apply the case teaching method in the teaching of ideological and political courses, clarify the application principles of the case teaching method, and strengthen the case study in teaching preparation, teaching practice and teaching reflection. The application of the teaching method ensures that it can play its due role, and then achieves a substantial improvement in the teaching level of ideological and political courses in colleges and universities.

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Abstract: There are various types of folk paper-cuts. Different folk paper-cuts have different meanings and their application scopes are also different. Folk paper-cutting is the crystallization of the wisdom of the people of our country and has strong national characteristics. The folk paper-cutting culture is an important culture of our country, and students need to have a certain grasp and understanding of it. Actively integrating folk paper-cutting education into children's teaching can improve children's hands-on ability. This article will actively expound the application of folk paper-cutting in children's teaching and the expression of paper-cutting art.

Keywords: Folk Paper-Cutting; Children; Children's Education

1. INTRODUCTION
Folk paper-cutting is a traditional form of artistic expression in our country. The paper-cutting culture has been passed on for thousands of years in our country and is an important cultural treasure of our country. In the context of modern social development, various ideological upsurges and cultures are constantly impacting the masses of the people. Therefore, it is very important to strengthen our country's awareness of cultural inheritance and understand the excellent national culture. Teachers, as the guides of student learning and the promoters of student development, teachers should recognize the important role of excellent national culture in children's development, and actively integrate excellent national culture into teaching.

2. THE EXPRESSION OF THE ART OF PAPER-CUTTING
2.1 Variety of patterns
Folk paper-cutting culture comes from folk life, and folk life is colorful, providing rich material for paper-cutting culture. The traditional paper-cut patterns are mainly based on the life scenes of the ancient people and the scenes of the characters. There are patterns of animals, characters, and environmental scenes. Therefore, most of the folk paper-cuts can reflect the living conditions and living standards of the people at that time. At the same time, it also represents the good expectations of the ancient people for life, and reflects the ancient people's ideology [1].

Now, with the changes of the times, paper-cutting patterns and the overall meaning of the patterns, it can reflect the living standards and lifestyles of the modern people.

2.2 The paper-cutting technique is more exaggerated
The art of paper-cutting is mainly a reflection of life and the embodiment of the people's wishes. Paper-cutting personnel need to carry out paper-cutting activities based on objective things, combined with their own understanding and paper-cutting ability. The paper-cut works do not need to have a strong resemblance to the real object. On the contrary, when paper-cutting creation, paper-cutting personnel often use exaggerated methods to reflect the characteristics of things. In terms of creation, paper-cutting can reflect the thoughts and emotions of the paper-cutting staff, and it can also reflect the current living conditions. When paper-cutting activities are carried out, paper-cutting personnel are not limited by time and space, and can freely create, which also provides good development conditions for the innovation of paper-cutting culture and form.

3. THE APPLICATION OF FOLK PAPER-CUTTING IN CHILDREN'S TEACHING
3.1 Improve children's aesthetic level
With the rapid development of society, the pace of life of the people is gradually accelerating, people seldom calm down and appreciate the surrounding living environment, and aesthetic concepts are gradually being affected by the wave of social development. Everyone needs to have aesthetic ability and learn to appreciate the things around them. Children need to have a certain aesthetic ability, feel the influence of beauty from an early age, and improve their own aesthetic grade, which has an important influence on the overall aesthetic trend of our society. Therefore, teachers should strengthen the cultivation of children's aesthetics and improve children's aesthetic level. As the country pays more attention to traditional culture, the upsurge of learning traditional culture in our country has gradually increased. Children are easily attracted by new things, and traditional paper-cut culture children are less involved and don't understand it deeply. Therefore, teachers actively integrate paper-cut culture into children's teaching, which can stimulate children's interest in learning the art of paper-cutting. Interest is the best tutor for children's learning. Teachers actively play paper-cut culture in the classroom and strengthen the analysis of paper-cut works, which can increase students' understanding of paper-cut culture, broaden their knowledge horizon, and improve aesthetic ability [2].

3.2 Cultivate children's good qualities (morality and patience)
Children are the flowers of the motherland and the heirs to the cause of the motherland. Teaching needs to promote the all-round development of children, and promote the overall improvement of students' moral, intellectual, physical, and beauty. Good quality is an important guarantee for children to achieve long-term development, and is the inherent demand for children's development. Therefore, teachers should not only focus on children's performance, but also need to focus on the development of children's quality. Teachers should uphold the concept of good teaching and educating people, and regard educating people as the primary task of teaching. Children are young and are in an important period of character shaping. Teachers need to grasp the critical period of children's development and cultivate children's good qualities of respecting the old and loving the young, being humble, polite, and optimistic. When teaching paper-cutting, teachers need to lead children to experience the meaning of different paper-cutting patterns and experience the unique Chinese paper-cutting culture. Through the appreciation of the paper-cut culture, the understanding of good quality can be increased, and the traditional virtues of the Chinese nation can be cultivated in a subtle way.

In the paper-cutting teaching, we should mainly cultivate students' patience and moral quality. The paper-cutting activity takes a certain amount of time to complete. If children want to complete the paper-cutting activity well, they must be persistent and patient in the paper-cutting. Therefore, in the long-term paper-cutting study, children's patience and perseverance will gradually improve. Moral quality is mainly taught through teachers' appreciation of excellent paper-cut works. When teachers lead children to appreciate the excellent paper-cutting culture, they will dig deeper into the connotation of excellent paper-cutting works. These excellent works will have an impact on children and enable them to increase their learning of moral qualities.

3.3 Cultivate students' innovative ability
With the continuous development of the education industry, my country has put forward new curriculum standards and new educational concepts based on the actual situation of education. The new educational concepts propose that teachers' teaching activities must cultivate students' innovative spirit and practical ability. Innovation is the soul of national progress and the inexhaustible driving force for the prosperity of the country. Therefore, the cultivation of innovative spirit is an important educational task in our country. Teachers need to fully realize the important role of innovative spirit in the development of our country, and actively intensify the cultivation of children's innovative spirit in education and teaching. Incorporating folk paper-cutting activities into teaching is an important measure to cultivate children's innovative spirit. Teachers need to pay attention to the innovative ideas in paper-cutting activities, and adjust the paper-cutting teaching based on the actual development of children, so that the paper-cutting teaching is more suitable for the development of children. In order to improve children's creative ability, teachers need to actively encourage children. In the paper-cutting teaching, not only must the students' aesthetic ability be cultivated, but also the children's innovation in beauty must be emphasized. Folk paper-cutting is based on folk life and has a strong national flavor. After thousands of years of inheritance, it embodies the beauty of different times. Folk paper-cutting is not the same as other art forms. There are not too many restrictions, but more often it conveys a kind of random and free beauty. Therefore, using folk paper-cutting art teaching to exercise students' innovation is a very important teaching method.

4. CONCLUSION
After thousands of years of inheritance, the folk paper-cut culture has formed its own unique style and form of expression, with distinctive national characteristics, and is an important traditional culture of our country. Teachers should improve their understanding of folk paper-cutting culture, understand the origin and function of folk paper-cutting, and actively improve the application of folk paper-cutting activities in teaching. The manifestations of folk paper-cutting are diverse. Enhancing children's understanding and operation of folk paper-cutting can improve children's practical ability, cultivate innovative spirit, and enhance children's aesthetics. Therefore, actively integrating folk paper-cutting culture into children's education plays an important role in the development of children.

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Research On the Reform Path of Architectural Design Course Based on The Background Of "Curriculum Ideology and Politics"

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Abstract: At this stage, in the reform of ideological and political education in colleges and universities in our country, a brand-new concept—"Curriculum Ideological and Political" has been proposed. Many professional courses are actively incorporating this concept into the reform of their own teaching activities. Architectural design courses are a branch of architecture majors and belong to engineering majors. Compared with some humanities and social sciences majors, the infiltration of ideological and political elements into architectural design courses will face more problems, but this does not mean there is no possibility of realization. Therefore, this article explores the reform path of the architectural design curriculum based on the curriculum ideological and political background.

Keywords: Curriculum Ideological And Political; Architectural Design Curriculum; Reform Path

1. INTRODUCTION

The general secretary proposed in the national colleges and universities ideological and political work symposium that Lide Shuren should be placed in the first place in the teaching activities of colleges and universities. Under the new historical conditions, due to the continuous increase in the construction of socialist modernization, the all-round progress of the society, and the emergence of factors such as the promotion of the all-round development of people, education and learning need to meet more needs. Students must not only master the knowledge of professional courses, but also have correct values. The emergence of curriculum ideological and political mode has provided help for the integration of ideological and political elements into professional courses. Based on this background, architectural design courses have an opportunity to realize reforms.

2. CURRENT PROBLEMS FACED BY CURRICULUM IDEOLOGY AND POLITICS

At this stage, the "curriculum ideological and political" is still facing two problems in the process of realization. First, the way that ideological and political education is integrated into professional courses is a bit blunt. At present, the integration of ideological and political courses with other professional courses is still in place. In the initial stage, the two are under different teaching systems after all, so in the process of integration, there is a rigid situation, and there is almost no correlation between some professional courses and ideological and political courses, so more difficulties arise. Second, the introduction of ideological and political elements is not emphasized in the teaching of professional courses. Some teachers often ignore the knowledge points related to ideological and political elements when carrying out teaching activities, and do not pay attention to the extension and excavation of ideological and political elements. Knowledge points that can be connected with ideological and political elements or can be expanded are often taken over. Based on this, how to better link professional courses and ideological and political courses, and how to coordinate between architectural design courses and ideological and political elements are the problems that need to be solved urgently in the current architectural design course development process [1].

3. THE REFORM PATH OF THE ARCHITECTURAL DESIGN CURRICULUM BASED ON THE CURRICULUM IDEOLOGICAL AND POLITICAL CONCEPTS

Following the discipline education and teaching rules is a necessary prerequisite for setting up a series of courses for architectural majors. The courses included in architectural majors are essentially a kind of explicit education and teaching of majors, but curriculum ideology is a kind of implicit education., Is a mode that affects students invisibly, which also determines that it cannot exist independently, and can only be attached to other explicit professional courses, and the potential ideological and political teaching contained in other courses can be unearthed in the teaching activities of other courses. Resources, so as to realize the "teaching" and "education" go hand in hand, and build a talent training and teaching system that combines knowledge and action. The architectural design course is based on the reform path under the ideological and political background of the course, and specifically includes the following aspects.

3.1 Explore the elements of ideological and political education, establish and improve a diversified curriculum ideological and political system

Architectural design courses belong to the content of architecture majors and are an important branch of engineering courses. The ideological and political courses are biased towards liberal arts to a certain extent. Therefore, it is necessary to dig out some ideological and political elements in the architectural design courses. Many difficulties. However, no matter which course, it has the function of educating people. In a sense, the essence of curriculum ideological and political education is an extension of teaching and educating people. Therefore, the architectural design course realizes "curriculum ideological and political". It is possible. From

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the perspective of previous teaching models, most teachers have not effectively dig out the education elements in the architectural design curriculum, and do not pay attention to the education of students' world outlook and values, but will cultivate students' professional skills and enrich students' professions. Knowledge is the focus of teaching work.

The fundamental purpose of the ideological and political concept of the curriculum proposed at this stage is to allow teachers to unearth the ideological and political elements and educating elements contained in the architectural design curriculum. It is important to impart professional knowledge to students, but it is also important to cultivate students’ correct world outlook and values. It is equally important. Therefore, strengthening ideological and moral education is a very critical content. Based on this, in the process of implementing "Curriculum Ideological and Political", it should not be restricted by the nature of the subject. The teachers of the architectural design course must combine the characteristics of the course, design reasonable teaching objectives and teaching content, and apply scientific teaching methods, To maximize the ideological and political elements in the architectural design course. Based on the background of curriculum ideology, the architectural design curriculum should be reformed in many aspects such as teaching objectives, teaching content, teaching methods, and teaching management system. In the process of carrying out teaching activities, teachers should help students to integrate professional courses. Knowledge integration, on the other hand, it is necessary to teach students to behave, so that students can have correct values and worldview, which can help them form good professional ethics in the field of architecture in the future [2].

When carrying out the teaching activities of architectural design courses, teachers should incorporate many ideological and political elements, including the inheritance of excellent traditional culture, patriotism education, the excellent experience of architects, and the artistic accomplishment contained in architectural design. Combining these hidden ideological and political elements with architectural design courses can have an impact on students invisibly, so as to achieve the purpose of educating people. Guiding students to have a systematic understanding of my country's rich and colorful architectural culture is an important part of the teaching work of teachers, which can provide good help for students to improve their overall cultural literacy. In addition, in the teaching of architectural design courses, teachers should focus on cultivating students’ cultural self-confidence, inspiring students’ patriotism, and encouraging students to use my country’s excellent traditional history, culture and ethnic customs in the design process. Cultural elements are integrated into the design works to achieve the goal of realizing the ideological and political course of the course.

3.2 Incorporate ideological and political education requirements into the formulation of teaching goals
In the past architectural design courses, the formulation of teaching goals mostly focused on improving students' professional skills and professional knowledge, while the content of cultivating students' ideological and moral quality was often ignored. In this way, most students only consider whether the professional knowledge and skills they have mastered can really play a role, whether they can provide help for their future entry into the construction industry, resulting in a strong utilitarianism, and they don’t care. Whether one has the correct ideological cognition is very unfavorable for realizing the all-round development of students. Based on the current curriculum ideological and political background, the primary task of architectural design course teachers is to grasp the top-level design when formulating teaching goals, starting from the top-level design, and running through the curriculum ideology and politics throughout the teaching activities.

Teachers of architectural design courses should take curriculum ideology and politics as the basis, scientifically adjust the plan for training professional talents, and truly strengthen the purpose of ideological and political education. At the same time, in the context of curriculum ideology and politics, the relevant syllabus should also be adjusted according to the actual situation, so that the goal of ideological and political education can be truly implemented when designing each class of teaching activities. On the one hand, the classroom of the architectural design course must first become the main place for students to learn skills and knowledge; on the other hand, it must also become a tool to realize ideological and political education and realize the full process of education. Based on this, teachers of architectural design major should carefully study the formulation of teaching objectives, and refine the teaching objectives to each class hour to ensure that each class can have specific knowledge learning goals and the goal of cultivating people.

3.3 Infiltrate ideological and political elements in teaching content

3.3.1 Effective use of course teaching platform
Many practical projects are involved in the teaching activities of architecture majors. With this advantage, students can participate in practical projects, and can be integrated with humanistic ideas, ecological design concepts, and green design concepts. The combination of the concept of sustainable development has an invisible impact on students, thereby further enhancing their sense of social responsibility, cooperation and innovation. In the process of teaching, the course teaching platform should be effectively used. With this platform, the ideological and political elements contained in the education and teaching activities should be fully excavated and implemented in the whole process of the teaching activities. In addition, some appropriate teaching methods should be used to infiltrate all aspects of culture to enhance the attractiveness of ideological and political education. This can to a large extent drive students to participate in ideological and political education and stimulate their subjectivity, initiative.

3.3.2 Strengthen the construction of a red campus cultural base
At this stage, my country’s colleges and universities generally pay attention to the cultivation of students’ professional skills and theoretical knowledge, and most of them do not consider guiding students to participate in social practice and ideological and political education. The situation of uncoordinated development has been eliminated. To achieve high efficiency of ideological and political education in colleges and universities, the method of building a red campus culture base can be adopted. Specifically, the construction of campus culture is an important module in the development of universities in our country. In order to strengthen ideological and political education, it is necessary to increase the intensity of building a red campus culture base, and to maximize the red cultural resources in the area where the university is located. It is also an important way to realize the extension of new channels of ideological and political education. After the construction of the red campus culture base is completed, students can not only receive ideological and political education in the classroom, but also enrich their understanding of the red culture by visiting the red campus cultural base in the school's spare time, and be able to systematically understand the revolutionary ancestors The spirit of hard work and the arduous journey of the revolutionary cause. The red campus culture base can help students have an intuitive perception of red culture, thereby freeing students from the campus culture base can help students have an intuitive perception of red culture, thereby freeing students from the classroom teaching, and finally achieving the purpose of strengthening students' emotional cognition of ideological and political education, thereby freeing students from the classroom teaching, and finally achieving the purpose of strengthening students’ ideological and political awareness, actively learn ideological and political-related theoretical knowledge, integrate ideological and political elements into the classroom, and use this as a basis to integrate multiple disciplines such as aesthetics and philosophy with architecture. The design courses are crossed and merged to find the similarities between the architectural design major and the ideological and political elements. In addition, teachers should also set up a sense of example. This work should be based on enriching teaching methods and strengthening teaching content, and truly lead by example.

3.4 Strengthen the function of ideological and political education in teaching methods
The core content of the architectural design curriculum reform based on the ideological and political background of the curriculum is to use professional curriculum teaching as the basis to achieve the coordinated development of ideological and political education. Therefore, it is necessary to carry out the status of professional skills and knowledge teaching and ideological and political elements. The organic balance prevents the architectural design course from being turned into an ideological and political course in order to achieve the integration of ideological and political elements. There are also many ideological and political elements in architecture majors. Architectural design is a process of measuring value, and due to the influence of many reasons, there will be more personal and social value tendencies. In addition, the actual use of teaching methods must clarify the value of the foothold, explore the ideological and political elements in it, and cultivate students' patriotism and personal will.

3.5 Integrate curriculum ideological and political elements into the establishment of teaching management mechanism
A key content of the architectural design courses in universities is to establish a good teaching management mechanism, which can guarantee the training of ideological and political talents and the organization of education and teaching activities to a large extent. The previous teaching management mechanism showed dogmatic characteristics, which led to a rigid classroom teaching atmosphere, and students lacked the enthusiasm and enthusiasm for learning. Therefore, the establishment of a perfect teaching management mechanism can effectively improve the mode of teaching management and stimulate students to learn. The subjective initiative promotes the all-round development of students.

3.5.1 Strengthen the people-oriented concept
Infiltrating the people-oriented education and teaching concept in the teaching management mechanism is in line with the requirements of the teaching management of our country’s colleges and universities, which is also a necessary prerequisite for achieving a harmonious campus environment. In the process of integrating people-oriented thinking into the establishment of the teaching management system, we must focus on combining actual conditions. The essence of human-oriented thinking is to emphasize the role of people and take people as the main body of work. Therefore, the education management system incorporates people-oriented concepts. The focus is on the function of people in education management. First of all, we must have an in-depth understanding of the basic demands of students, and on this basis, emphasize the importance of giving full play to the role of students as the main body, and properly handle the relationship between teachers and students; Secondly, it is necessary to emphasize the leading position of teachers. Teachers should meet the basic demands of students as a basis in the process of teaching activities, enhance students' adaptability to enter the field of architecture in the future, and cultivate students to develop the habit of independent thinking. Finally, a perfect teaching management mechanism is established [4].

3.5.2 Optimize the curriculum ideological and political teaching platform
The key content that can ensure the effective reform of the architectural design curriculum based on the curriculum ideological and political background is to have a complete teaching management mechanism. Most colleges and universities have the teaching conditions of the studio system. In the process of establishing the teaching management mechanism, this teaching facility can be used...
as a teaching platform. With this platform, classroom teaching of architectural design courses can be carried out and penetrated into it. The main points of ideological and political, and then enhance the effect of ideological and political teaching. The studio-based teaching model has many advantages. First of all, this small class teaching method can promote more diversification of teaching content, and the teaching methods used can also be more flexible. In a sense, it is in line with colleges and universities. If the characteristics of the student stage are consistent, it is easier for students to receive knowledge, which improves the teaching level of architectural design courses; secondly, the studio-based teaching mode can also enhance the professional accomplishment of college students, and at the same time, enhance their own ideological and moral recognition. Knowledge level.

4. CONCLUSION
In summary, the integration of curriculum ideological and political concepts into the architectural design curriculum can effectively enhance the quality of ideological and political education on the one hand, and on the other hand, it can also effectively achieve the teaching goals. Although this article discusses the teaching reform path of the architectural design curriculum based on the background of "curriculum ideology and politics", it should be realized that the curriculum ideological and political is not only related to a certain subject, but can penetrate into many professional courses, so that colleges and universities While imparting professional curriculum knowledge to students, it can also effectively cultivate students' moral sentiment and inherit high-quality culture.

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Research Progress of Transdermal Drug Delivery System

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Abstract: In clinical treatment, medication is a common treatment method, and the method of administration has a direct impact on the effect of medication. Transdermal drug delivery systems are abbreviated as TDDs, which refer to the use of skin absorption as a path for drug effects. This article mainly describes the principle of use of the transdermal drug delivery system, the advantages and disadvantages of the application, and the main factors affecting the quality of drug absorption.

Keywords: Transdermal Drug Delivery System; Controlled Drug Release; Transdermal Absorption; Safety

1. INTRODUCTION

Relevant studies have shown that the transdermal drug delivery system has significant advantages as a drug delivery route. Using this kind of drug delivery method can ensure the local drug concentration and reduce the risk of drug administration. The system can be removed in time after drug administration, and the drug controlled release effect is better. There are a variety of TDDs in the current market, such as microneedles, microemulsions, hydrogels, nanoparticles, and vesicles, and have developed iontophoresis technology, magnetic introduction technology, electroporation technology, penetration enhancers, and photomechanical wave technology. Promote smooth medication.

2. THE PRINCIPLE OF SYSTEM USAGE

2.1 Transepidermal absorption TDDs

The medication principle of this type of dosage form is based on the epidermis as the absorption path, the drug penetrates the stratum corneum to act on the active epidermis, then diffuses into the dermis, and is finally absorbed by the capillaries, so that the drug components can participate in the systemic circulation and exert their medicinal effects. The application rate of this method is relatively high. When applying this method, intercellular substance absorption or cell absorption can be carried out. In the intercellular substance absorption, the drug acts on the active epidermis through the lipid bilayer between keratinocytes as a channel. In cell absorption, the drug enters the active epidermis via keratinocytes and exerts its effect. The cell absorption process needs to pass through the hydrophilic and lipophilic environment distribution, of which only a small proportion is the transcellular pathway. Drug molecules take the intercellular substance as the active path, reach the active epidermis, and enter the systemic circulation after being effectively absorbed [1].

2.2 Absorbed TDDs by adnexa

This type of medicine uses the glands (sweat glands, sebaceous glands) and hair follicles in the skin as the drug absorption path. Compared with transepidermal drug delivery, adnexa has a faster penetration rate of drug molecules. However, only 1% of the stratum corneum is skin appendages, so the usage rate of this route of administration is relatively low. This method is mainly suitable for strong polar macromolecular drugs and ionic drugs. The stratum corneum contains a large amount of lipids. The above-mentioned drugs do not have good penetration conditions, so skin adnexa is needed for administration.

3. APPLICATION ADVANTAGES AND DISADVANTAGES

3.1 Application advantages

The use of this method of administration has significant advantages. Oral medication is often used in routine administration, but oral medication is more prone to liver first-pass effects, and there are problems with gastrointestinal inactivation, which affects the effectiveness of the drug. TDDs have no such significant impact and can promote the effectiveness of the drug. The administration of TDDs and local skin washing can promote stable pharmacological effects and stable blood concentration, while effectively reducing the risk of adverse reactions. The administration of TDDs can also promote the long-term efficacy of the drug components in the body, thereby reducing the frequency of medication and promoting patient compliance with medication. When this system is used for administration, the intra-individual differences are relatively reduced, the inter-individual differences are reduced, and the drug effect is relatively stable [2].

3.2 Application disadvantages

TDDs have technical limitations, and the main disadvantage is that it is usually difficult to achieve the expected therapeutic amount. The skin is the body's natural protective barrier, so the administration efficiency and absorption rate are affected to a certain extent when absorbing drugs. When TDDs are administered through TDDs, the absorption rate is usually slow. In the process of TDDs administration, multi-dimensional means are needed to accelerate the absorption, but the actual effect is limited. Relevant studies believe that the administration of TDDs is suitable for the types of drugs with a dose ≤ 5 mg/d. Not only that, because TDDs take the skin as the absorption path, so drugs that can irritate the skin or cause skin allergies cannot be administered with TDDs [3].

4. FACTORS RELATED TO TDDS ABSORPTION EFFICIENCY

4.1 Drug properties

The drug's own factors that affect the absorption of TDDs are the nature and dosage form of the drug. In terms of drug properties, the molecular shape, specification,
structure, solubility, melting point, acidity coefficient, and partition coefficient of different drugs are quite different. Molecular mass is negatively related to its diffusion coefficient, and molecular mass is usually related to volume. Studies have shown that it is easier to pass through the stratum corneum when the molecular mass is less than 500 [4]. The molecular shape and structure affect the efficiency of transdermal absorption. Non-linear molecules have a poor absorption effect, while linear molecules usually have a better absorption effect. The hydrogen bond donors and acceptors in the drug molecules act on the stratum corneum lipids to generate hydrogen bonds and affect absorption. The stratum corneum is more compatible with fat-soluble drugs, while the active epidermis is the opposite. Therefore, in order to promote the absorption of TDDs, it is necessary to effectively coordinate the solubility of the drug in the oil phase and the water phase. Low melting point drugs have better skin penetration, such drugs have a small crystal lattice, and the matrix and medium have good thermodynamic activity. Drug acidity coefficient Molecular drug permeability is better, ionic drug skin permeability is poor. The epidermis is acidic, with a pH of (4.2 to 5.6), and the dermis is alkaline, with a pH of about 7.4. When the drug is absorbed through the skin, it dissolves in the epidermal fluid, and there is a risk of dissociation [5].

4.2 Drug dosage form
The drug release performance is closely related to the dosage form, so drug absorption is affected by the dosage form. The transdermal absorption rate is usually positively correlated with the drug release efficiency. Under normal circumstances, matrix-type patches absorb relatively slowly, while semi-solid formulations absorb relatively quickly. During drug delivery, the drug is distributed between the skin and the matrix. A scientific affinity should be set between the matrix and the drug. Insufficient affinity will cause the drug load to be lower than expected. If the affinity is too high, it will affect the matrix to release the drug and reduce the skin absorption rate. The pH value of TDDs has an effect on the dissociation of organic bases and organic acid drugs. The drug concentration is usually positively correlated with the absorbed amount. However, this relationship has a limit value. After reaching the limit, the increase of the drug concentration will not continue to increase the absorbed amount. There is usually a positive correlation between absorption and administration area. TDDs patch has different specifications, usually set to ≤60cm to ensure medication compliance. In order to promote absorption, skin penetration enhancer modifiers are usually used, and the dosage should be scientifically controlled to avoid excessive skin irritation or insufficient penetration promotion effect when the dosage is too low [6].

4.3 Body Physiological Factors
The different drug subjects are that their skin conditions are different, and the permeability of human skin is better, while the rat experiment and rabbit experiment show that the permeability of the drug is poor. The drug permeability is affected by gender factors. Women's skin permeability is usually better, but women's skin is affected by age factors, and there is no significant age change in men. The application site affects the absorption efficiency, and this difference in efficiency mainly depends on the number of skin appendages, the thickness of the stratum corneum, the lipid profile and the number of cells, and the state of skin blood flow. The skin permeability in an intact state is poor, and when the skin structure is damaged due to burns, hydration and other injuries, the drug permeability effect will be improved. Skin temperature is positively correlated with the efficiency of drug penetration. Skin blood flow is low, and there is a significant difference compared with liver blood flow. TDDs are usually limited in area, so enzyme metabolism usually does not have a significant first pass effect [7].

5. CONCLUSION
In summary, TDDs are divided into various dosage forms in actual use, mainly based on the design principle of transdermal or adnexal absorption. The technical factor that needs to be addressed in the use of TDDs is the issue of absorption efficiency. Studies have shown that the nature of the drug, the dosage form and the body's physiological factors are the key factors affecting its absorption. When promoting the high-quality and high-efficiency absorption of drugs, we should proceed from the above three factors.

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Application Of Image Recognition Technology in Artificial Intelligence

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Abstract: This article first briefly describes the application principles, application advantages and technical processing procedures of image recognition technology in artificial intelligence, and then analyzes the specific aspects of image recognition technology in artificial intelligence from the aspects of medical diagnosis, physical recognition, painting recognition, and handwriting recognition. Application, and explore and analyze the future development path of image recognition technology, aiming to give full play to the application advantages of image recognition technology and better serve social life.

Keywords: Image Recognition Technology; Artificial Intelligence; Medical Diagnosis

1. INTRODUCTION

With the application and popularization of modern information technology, social life has changed in all aspects. As a product of technological development, image recognition technology can make full use of the application advantages of computers to identify and analyze relevant physical information. It can not only be used as a face Recognition can also be used in multiple life scenarios such as fingerprint recognition and barcode recognition, which can better serve social life.

2. APPLICATION PRINCIPLES AND APPLICATION ADVANTAGES OF IMAGE RECOGNITION TECHNOLOGY IN ARTIFICIAL INTELLIGENCE

In the rapid development of modern information technology, image recognition technology, as an extension of human eyes and visual functions, can realize intelligent image capture and intelligent recognition. In the process of image recognition, its main application feature is to recognize image features and grasp the key and prominent points of each image. It is based on the judgment of the objective image content that the image recognition technology can also be used for image analysis.

In the field of artificial intelligence, the application of image recognition technology has many application advantages, fully demonstrating its own intelligent and convenient processing characteristics. Compared with traditional image recognition methods, artificial intelligence image processing technology can effectively eliminate the shortcomings of previous image processing modes, intelligently select image information, intelligent image information, and use technical means to improve the feasibility of data application and the effectiveness of image analysis. Intelligent. For example, at the current stage, the more widely used face recognition technology is to make full use of artificial intelligence technology and image recognition technology to transform facial information into objective data. On the surface, it is performing face recognition, but in fact, it is performing facial features and data. The extraction and recognition of information, when the verification is correct, will complete the unlocking function of face recognition. Moreover, the image recognition technology in artificial intelligence has begun to evolve towards more flexibility and convenience. It can complete the entire recognition process without preparing overly complex equipment tools and without lengthy image recognition functions, which can effectively liberate people’s hands. Give people's lives a lot of convenience. For example, people do not need to manually enter a password when paying by swiping their faces, and the whole process is more straightforward and convenient.

3. TECHNICAL PROCESS OF IMAGE RECOGNITION TECHNOLOGY IN ARTIFICIAL INTELLIGENCE

3.1 Image data preprocessing

In the field of artificial intelligence, the application of image recognition technology has many application advantages. The entire processing flow will go through multiple links such as image data preprocessing, image typical feature extraction, image classification and analysis. Among them, image data preprocessing is the key content of the entire image information processing work. The key information in the image information needs to be extracted and acquired in the preprocessing step, which will also affect the overall image recognition effect. If the image data preprocessing results if there is a problem, the accuracy and reliability of the image recognition effect will be hindered accordingly. In fact, based on image data preprocessing technology, it can fully integrate artificial intelligence technology, supported by technology, and facilitate the subsequent identification and analysis of typical features, simplify the entire operation process, and greatly improve the recognition efficiency of image recognition in the field of artificial intelligence. Reduce recognition time. It should be noted that in the image preprocessing work, the key to the entire processing work is to improve the recognition efficiency of the image itself, break the limitations of time and space, and promote the application of graphics information processing to highlight the advantages of intelligence. In order to improve the recognition efficiency in the image preprocessing work, multiple processes such as defogging can be used [1]. For those images with poor quality, the image information can be processed and restored through a series of preprocessing steps, so that blurred images can
also be transformed into clear images, and the image quality can also be significantly improved.

3.2 Grab typical features
With the continuous deepening of research on image recognition technology in the field of artificial intelligence, in the process of image feature extraction, it is necessary to give full play to the role of image feature extraction and image feature selection to improve the efficiency of technology application. Generally speaking, for image recognition work, there are often many feature points hidden in the target image, and the application characteristics and expression methods of each feature point are also different. Each feature point corresponds to a different feature subset. To ensure the accuracy and scientificity of image recognition, it is necessary to conduct systematic analysis from feature points, select feature points reasonably, and select typical feature points. Generally speaking, for image feature points, the content involved is more diverse. It not only contains spatial relationship features, but also image texture, image shape and other image feature points. When performing image recognition, the feature points will also be hierarchical. For classification and analysis, in many cases, color is the first feature to capture. If the details are studied and analyzed, the image texture factor is often given priority, and the image texture is directly regarded as the first captured feature point. It can be seen that when the image recognition feature points are recognized and analyzed, they are not fixed. System analysis is often carried out from the image recognition requirements and the application direction after the image recognition, so as to flexibly select the image recognition feature points and effectively improve the image recognition. The accuracy and scientific degree of it. It can be seen that, in the face of a large number of image information and a large number of image feature points, when applying artificial intelligence image recognition technology, it is necessary to conduct systematic analysis and research on image information, strictly distinguish image features, and extract image features. Among them, in the power industry, image recognition technology can be used for overhead transmission line inspections. Through the extraction and analysis of wire texture characteristics, the staff can directly make judgments on the use of wires and circuits based on the results of image analysis. If circuit problems are found, we can also take measures in time.

3.3 Image matching classification
After the image preprocessing and the extraction of the typical feature points of the image are completed, the matching and classification of the image information can be performed accordingly. Specifically, based on the above image processing results, the existing information in the database is retrieved, and feature analysis is performed accordingly. Just like the overhead transmission line inspection work mentioned above, the power department can make full use of image recognition technology to retrieve data information consistent with the image characteristics in the database, which is convenient for technicians to carry out follow-up research and improve the scientific nature of image information processing. And accuracy.

4. APPLICATION OF IMAGE RECOGNITION TECHNOLOGY IN ARTIFICIAL INTELLIGENCE

4.1 Medical diagnosis
Image recognition technology in the field of medical diagnosis is mainly reflected in the judgment of pathological images. Doctors can directly analyze the patient’s pathological images to form a more scientific and accurate judgment on the patient’s physical condition, facilitating high-quality follow-up treatment. In the field of medical diagnosis, image recognition technology can make full use of digital pathological slices and glass slides to carry out information scanning and information collection in all directions, transform glass slides into clear and clear image information, help doctors perform pathological diagnosis, and improve accordingly. The efficiency and quality of diagnosis will fully promote the improvement of medical standards and the advancement of medical undertakings.

4.2 Physical identification
In recent years, the demand for physical identification has continued to increase, and image recognition technology is also in the process of reform and innovation, and has begun to slowly evolve into a relatively mature and complete technology category. The face recognition technology mentioned above is the main embodiment of image recognition technology in the field of physical recognition. Based on technical means, face recognition and identity recognition are performed to confirm personal identity. However, it should be noted that in the process of face recognition, people’s styling, makeup, and even hairstyle may affect the effect of face recognition. This requires continuous strengthening of technical research and continuous optimization of face recognition technology. When extracting and analyzing facial information, first perform facial segmentation and feature extraction, transform the facial information into dynamic data information, and perform technical verification accordingly [2]. Face recognition technology can not only be applied to face clocking in and unlocking the face, but also can be applied to many aspects such as car inspection, which will provide many conveniences to social life. In the future, we should continue to strengthen technical research and focus on improving technical recognition. Accuracy and scientificity promote image recognition technology to better exert its application effects.

4.3 Painting recognition
Painting recognition is also a widely used image recognition technology application method. The mini game "You draw and I guess" fully utilizes image recognition technology and the application function of artificial intelligence technology to complete the dynamic recognition and analysis of simple strokes. The whole game In the training process, not only the participation of game creators, but also the integration of artificial intelligence technology, through the image recognition technology in the field of artificial intelligence, it can accurately extract the key features of the image, construct the basic image form, and promote the image and data to
be able to cooperate with each other to achieve the purpose of effect detection. In recent years, the research of image recognition technology in painting recognition has been increasing, and the application effect and scope of use are also in the process of optimizing.

4.4 Handwriting recognition

With the continuous deepening of technical research, image recognition technology has begun to provide more extensive services to people's lives. Forensic handwriting appraisal is a more widely used technical application field, and the overall development is relatively mature. Specifically, the application of image recognition technology for handwriting recognition can perform an overall analysis of specific handwriting morphological features such as handwriting character spacing and stroke thickness, so as to make basic handwriting judgments. In the judicial field, handwriting appraisal can help judicial personnel to achieve judicial purposes, and it has also become an important method of judicial judgment in my country. For example, for some economic criminal activities, the signature on the contract document will directly affect the judicial judgment. At this time, whether the signature is true or not is very important. Through the artificial intelligence image recognition technology, the handwriting can be intelligently identified and recognized.

5. THE DEVELOPMENT PATH OF IMAGE RECOGNITION TECHNOLOGY IN ARTIFICIAL INTELLIGENCE

5.1 Model recognition method

In fact, in the field of artificial intelligence, the application of image recognition technology can not only extract and analyze image information, but also process massive amounts of data and information. The model recognition mode is a breakthrough and research and development of the existing image recognition technology, which can realize more accurate image recognition based on the advantages of the original technology. The model recognition method follows the application principle of mathematics and integrates shape features to promote the recognition of image information more accurately and scientifically. Among them, in the model recognition method, the learning step is the most critical level. Based on the learning steps, the information can be fully integrated and stored, which makes subsequent data comparison and data analysis more convenient. Judging from the application of image recognition technology at the current stage, image recognition technology is mostly used in the medical industry, not only in laboratory testing, but also in the quality specification inspection of medical equipment. If the model recognition method is applied to the medical clinical field, the X-ray perspective can be manipulated to encourage doctors to make more accurate symptom diagnosis. It should be noted that the research strength of the model recognition method is still very limited, and it is necessary to continuously improve the technical application content in the future technical research to promote the model recognition method to be more effective.

5.2 Neural network form

For the image recognition technology in the field of artificial intelligence, the neural network form is the most widely used technology category at the current stage. Unlike the model recognition method, the neural network form is based on the traditional image recognition method and integrates a variety of technical means to construct a relatively complete recognition. The model can not only simulate animal neural networks, but also can be used to imitate human neural networks. Neural network forms are widely used in the field of public transportation, which can be used for rapid identification and intelligent management of vehicles on the road, and effectively improve the efficiency of traffic management. It should be noted that although the neural network form has high recognition accuracy, its own cost is large.

5.3 Non-linear dimensionality reduction form

In the application process of image recognition technology in the field of artificial intelligence, non-linear dimensionality reduction forms are also widely used. The outstanding feature of the non-linear dimensionality reduction form is that it can not only realize the information recognition of general images, but also realize the image recognition function for those images with lower resolution. It is precisely based on the recognition advantages of low-resolution images that the non-linear dimensionality reduction form can correspondingly generate multi-dimensional data, and the data accuracy and reliability are high [3]. However, at the current stage, there is little research on the form of nonlinear dimensionality reduction, and the research on the form of nonlinear dimensionality reduction should be continuously strengthened, and systematic analysis should be carried out in linear and nonlinear dimensions to promote image recognition technology to be more effective. Improve the accuracy of image recognition. Among them, the non-linear dimension can be applied to the rice experiment. Through the specific rice experiment, the rice growth status can be judged and the pest control measures can be taken in time.

6. THE OPTIMIZATION METHOD OF IMAGE RECOGNITION TECHNOLOGY IN ARTIFICIAL INTELLIGENCE

At this stage, image recognition technology has achieved good application effects, but some of the technology applications are not mature enough, and it is necessary to make better use of the application value of image recognition technology in future technical research. Among them, image transmission quality is the focus of future technical research. In fact, due to the limitations of software and hardware facilities, real image processing is also prone to problems. In many cases, it is often difficult to achieve the expected processing goals, and the problem of poor image processing clarity occurs. In this case, more attention should be paid to image transmission quality, and image transmission speed and processing speed should be placed in an important position. At the same time, the efficient use of image recognition technology largely relies on strong technical support and matrix calculations. However, the current stage of computer development is biased towards floating-point
calculations, and the overall calculation work is extremely prone to problems. In the case of low computational efficiency, it is necessary to pay attention to chip processing in subsequent technical research to improve the efficiency of chip use [4]. In addition, continue to strengthen the research and analysis of the new technology theory of computer image recognition, laying a good foundation for the development of subsequent image recognition technology.

7. CONCLUSION
In summary, it is of vital importance to analyze the application of image recognition technology in artificial intelligence. With the rapid development of modern information technology today, image recognition technology in the field of artificial intelligence is playing an increasingly important role. It can not only be applied to medical diagnosis and physical recognition, but also can be used for painting recognition and handwriting recognition. We should continue to increase technical research, deepen the integration of artificial intelligence and image recognition technology, and better serve social life.

REFERENCES
Application Analysis of Artificial Intelligence Technology in Electrical Automation Control

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Abstract: With the continuous development of modern technology, artificial intelligence technology has a wide range of applications in various industries. At present, the application of artificial intelligence technology in electrical automation control occupies an important position, and artificial intelligence is used to replace traditional technology, thereby effectively improving production efficiency and quality. In order to promote the further development of automation control technology, it is necessary to strengthen the application of artificial intelligence technology in electrical automation control to improve data processing capabilities. This article will discuss the application of artificial intelligence technology in electrical automation control.

Keywords: Artificial Intelligence Technology; Electrical Automation Control; Application

1. INTRODUCTION
In the development of big data technology, the application of artificial intelligence technology is an inevitable trend. Although the development speed of various industries in our country is fast, they also encounter some obstacles in the development process, which makes our country's economic development not stable enough. For the field of electrical automation control, it is necessary to innovate past technical means in time, apply artificial intelligence technology to it, break the limitations of traditional electrical control methods, and effectively improve manufacturing efficiency and promote the stable development of China's manufacturing industry.

2. CHARACTERISTICS OF ARTIFICIAL INTELLIGENCE TECHNOLOGY
2.1 Strong adaptability
Compared with traditional control technology, artificial intelligence technology has strong adaptability, can change the situation of single control in the past, break the limitations of traditional control methods, and effectively improve the control effect. In the traditional control mode, only single-channel control or linear control can be adopted. Although this method can play a certain control role, the actual control is limited and easily hindered by many factors. At present, it is not suitable for complex in the manufacturing environment. The emergence of artificial intelligence technology has solved this problem well. Through artificial intelligence, the adaptability of the system can be strengthened, the scope of application can be further expanded, and the effective operation of the system can be realized.

2.2 Strong interference
The application of artificial intelligence technology in electrical automation control can realize modern control in the manufacturing industry, which helps to improve the stability of production and avoid interference from various factors, so as to adapt to stable operation in a complex environment. Artificial intelligence technology can reduce the impact of human operations, help improve the accuracy of automated control, and at the same time exert anti-interference ability, thereby expanding the application range of artificial intelligence technology.

2.3 Stronger convenience
According to the operation of the electrical control system, when the relevant technical personnel are doing debugging work, they need to inspect the operation of the electrical system in advance, and carry out analysis according to the wiring diagram and schematic diagram of the equipment, so as to reduce the maintenance of the equipment. Difficulty, which helps to save a lot of labor costs. Compared with traditional technology, artificial intelligence technology has the convenience of operation, can reduce the cumbersome operation steps in the past, and help technicians better grasp the key points of operation, so as to provide technical personnel with convenient operation and reduce the possibility of mistakes.

3. APPLICATION OF ARTIFICIAL INTELLIGENCE TECHNOLOGY IN ELECTRICAL AUTOMATION CONTROL
At present, artificial intelligence technology has a wide range of applications in electrical automation control, which can reduce unnecessary failures and improve the efficiency of equipment operation, thereby saving a lot of manpower and financial resources, and has a positive effect on promoting enterprise development. In this regard, this article will discuss the application of artificial intelligence technology as follows:

3.1 Application in electrical automation design
According to the actual situation, the design of electrical automation control is complicated, which involves a lot of content, and requires technical personnel to have professional knowledge and ability to deal with various design problems. Therefore, relevant units must strengthen the training of technical personnel to enable them to master relevant professional knowledge, so as to meet the current development needs of the field of electrical automation control. In addition, electrical automation design also requires a large amount of equipment and funds for support. If the corresponding management is not done well, it will bring about economic damage. Therefore, it is necessary to strengthen the application of artificial intelligence technology and continuously improve electrical design. The accuracy of the design, thereby improving the accuracy of the design.
In addition, artificial intelligence technology has application specificity, which can change the design algorithm according to specific needs to ensure that the design needs can be met, thereby improving the efficiency and quality of production [1].

3.2 Application in fault analysis and diagnosis
When electrical equipment fails during operation, relevant technical personnel must take corresponding measures to solve it to ensure the stable and safe operation of the equipment, so as to provide support for subsequent production links. Generally speaking, there are many reasons for the failure of electrical equipment, and technicians cannot take a single inspection method during inspection. They need to conduct a comprehensive inspection of the electrical equipment and analyze the fault location to eliminate the cause of the fault. The application of artificial intelligence technology to it can quickly find the cause of the failure and effectively solve the failure problem, thereby improving the operating efficiency of electrical equipment [2].

3.3 Application in fault diagnosis system
Affected by the traditional diagnosis mode, manual technology is difficult to efficiently and accurately diagnose faults, mainly because the complexity of equipment faults is strong, and once they occur, they will cause serious impacts. If the accuracy of the diagnosis results cannot be guaranteed, it will bring adverse effects to the follow-up process. The application of artificial intelligence technology can solve this problem well. Through the application of artificial intelligence technology, the targeted treatment of faults can be realized. Compared with the traditional diagnosis method, it has more application advantages and can accurately identify the occurrence of equipment faults. According to the relevant parameters of the equipment as a basis, the equipment system is used for repair, which helps to improve the efficiency and quality of the repair. After the fault diagnosis is completed, the computer system can automatically input the repaired data, store these data in the hardware, and then provide a reference for future fault handling [3].

3.4 Application in electrical systems
In order to promote the stable operation of electrical equipment, technical personnel are required to take effective measures to respond and continuously improve the operating efficiency of the electrical system to achieve automated control. First of all, technicians can adopt intelligent technology to deal with, comprehensively check the equipment management situation and the production quality of the product, and promptly rectify the unqualified places once they are found. Secondly, the application of artificial intelligence technology can further optimize the performance of the equipment, ensure that the mechanical equipment can operate normally, and then achieve an accurate grasp of the production process. Third, the application of artificial intelligence technology in the electrical system can improve the shortcomings of traditional technology, save the human resources, material resources and financial resources in the past, help improve the control effect, and can reduce the occurrence of failures, so as to play the role of artificial intelligence. To increase economic benefits for related enterprises, in order to promote the stable development of electrical automation control.

4. CONCLUSION
At this stage, the rapid development of artificial intelligence technology has promoted the wider application of artificial intelligence technology, especially in the field of electrical automation control. In electrical automation control, artificial intelligence technology can provide strong support and help improve the shortcomings of traditional manual technology, such as improving the efficiency of diagnosis and optimizing equipment performance, which greatly highlights the adaptability of artificial intelligence technology, Anti-interference and convenience, so as to reduce the error of equipment operation, ensure the safety of equipment operation, and further meet the development needs of the current electrical system, and provide favorable technical support for the realization of electrical automation control.

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Digital window see the grass in the village the warbler flying: Concept of application for the National Innovation and Entrepreneurship Training Project for College Students

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Abstract: Traditional village street and lane landscape restoration reproduces history. With the addition of digital landscape technology, observers can deepen their understanding of history in interactive perception, create a new mode of interaction between people and landscape, and assist in the landscape. It has been widely used in multiple dimensions such as design, digital museums, and corporate cooperation.

Keywords: Digital Landscape; Street And Lane Landscape Restoration; Traditional Villages; Interactive Design

1. INTRODUCTION

In recent years, the cultural construction of traditional villages has become the Bacon Casting Soul Project of the rural revitalization strategy, and the restoration of traditional streets and lanes landscape has become the key to renewal and vitalize the functions of traditional villages. General Secretary Xi emphasized that to protect traditional blocks, ancient buildings, and cultural relics is to preserve the history and context of the city. The combination of digital technology and landscape design has expanded the space and technical fields of landscape restoration. The use of digital reproduction technology to protect cultural relics has increasingly become a cutting-edge approach in the protection, restoration, restoration and monitoring of cultural heritage.

With the rapid development of social economy, many villages are faced with the real problems of reconstruction of living space, the consumption of historical information, and the chaotic landscape of the village. The practice activities of landscape restoration of traditional villages’ streets and lanes involve strong intersectionality and marginality, and require multidisciplinary research methods to intervene. My original traditional village restoration methods are generally based on direct appearance restoration, and will have cultural connotations. Loss and deterioration have caused chaos in the historical section [1]. Therefore, we will take the landscape architecture discipline as the leading, joined the digital media technology and urban and rural planning majors, through the "interdisciplinary, cross-field" cooperative communication and "full process, precision" practice, collaborative integration of digital landscape technology methods to repair Street landscape, this is also the general trend of the future development of landscape architecture. Our traditional village street and lane landscape restoration will use digital technology as a new model. First, we will rely on drone surveying technology to obtain village images and automatically model them, express the landscape renovation plan in the model, and finally use virtual devices such as mobile phones and tablets. Created into a digital window[2]. This technology enables the overall effect of landscape design to be displayed in a comprehensive, three-dimensional, and real-time manner, which will greatly reduce the destructive impact of traditional blind restoration and landscape design re-planning on the original ecological environment, save design and construction costs, and make the village The natural resources are effectively used [1]. We will apply it to more traditional village landscape restoration practices, cooperate with companies and develop application markets. It can also be applied to digital history museum display, cultural relic research and data presentation, and let the public wear virtual devices to be there. Contextual perception of history and culture.

Our instructor and instructor will provide technical guidance for the entire project. The digital technology and geographic information laboratory of the College of Landscape Architecture can provide us with drones and 3D technology-related equipment. In the early stage, the team of instructors carried out business cooperation with the Landscape Design Institute of Zhejiang Agriculture and Forestry University and other units, and completed many projects such as the restoration and transformation of streets and lanes. We will research and develop the new model of restoration, obtain appearance patents, and further cooperate with the design institute to complete the preparation of commercial cooperation documents. A series of new era civilization practice points of seven small courtyards have been formed in Zoumatang Village, Jiangshan Town, Yinzhou District, Yinzhou District, Ningbo City, Zhejiang Province. Each small courtyard is headed by a villager or a sage, and more and more Villagers have participated in the civilized volunteer service for the protection of traditional village culture. Today, more than 50% of cultural preservation units and historical buildings have been repaired, and there is still little practice in the thematic construction of the village’s street and lane landscape. Our team will take my hometown Zoumatang as the main object of practice, and use the perspective of landscape architecture to repair the streets and lanes of Zoumatang based on the research results of the predecessors and the traditional system, and
reproduce the glorious history of the first village of Jinshi in China and the new era. Peer. My grandfather, Wu Maoyin, was awarded the "Guardian of the Most Beautiful Ancient Buildings" in Ningbo. I am honored to be the cultural inheritor of the "Zumatang Wu Maoyin Collection", a member of Ningbo Artists Association and my grandfather. The characters signed a "Chen Qing Suggestion" on strengthening the construction of Zomatang cultural tourism and repairing ancient buildings, which was answered and supported by the director of Ningbo Municipal Bureau of Culture, Radio, Film and Tourism. I will lead my interdisciplinary members to explore a new model of restoration of traditional village streets and lanes, recreating the history of the village.

By combining the form of the new digital landscape model to restore the landscape of traditional villages, analyze and study the composition characteristics of the spatial elements of traditional villages, and explore the sustainable development path of traditional settlements, it can make the Chinese historical and cultural village Zoumatang village better. The land implements the concept of “green water and green mountains are golden mountains and silver mountains”, promotes the development of rural characteristics combining cultural tourism, agriculture and tourism, and at the same time can clarify my career development direction, participate in rural revitalization and construction, and continuously enrich my knowledge reserves and cooperation Ability to work in a team.

ACKNOWLEDGMENT
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Study on the Employment Dilemma and Ability Improvement of College Students under the Regular Epidemic Prevention and Control

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Abstract: As the epidemic prevention and control becomes regular, employment dilemma amongst college students has become a general focus and concern across society. How to solve this dilemma, improve the overall ability of students and achieve job stability is critical to national economy and people’s livelihood. This paper deeply analyzes the root causes of this dilemma from the status quo of student employment. On this basis, this paper puts forward the establishment of a management system for the employment process of college students, to greatly improve the employability of college students from multiple aspects and provide suggestions and inspirations for solving the employment dilemma and improving their overall ability.

Keywords: Epidemic Prevention And Control; Employability; Dilemma; Improvement

1. INTRODUCTION
Employability is a symbol that reflects the level of discipline development and the quality of talent cultivation. With the development of higher education in China, in-school students have greatly improved their professional skills and overall ability. However, the pandemic has caused a great economic loss and the pandemic prevention and control has become regular, bringing new dilemmas and problems to the employment of college students. This paper will analyze the dilemma of employment of college students under the regular epidemic prevention and control, and study how to improve their overall employability.

2. EXISTING EMPLOYMENT DILEMMA AMONGST UNIVERSITY STUDENTS UNDER THE REGULAR EPIDEMIC PREVENTION AND CONTROL

2.1 Reduction of jobs under the regular epidemic prevention and control
The outbreak of the pandemic has caused a great economic loss. Even though powerful policies have been adopted in China to contain the pandemic, the national economy still suffered a heavy blow. Affected by the pandemic, many enterprises are unable to operate normally, causing shutdowns and layoffs. In addition, due to poor risk resistance capacity, some small and medium-sized enterprises failed to maintain normal operation. The decrease of small and medium-sized enterprises has caused a serious decrease in the social demand for talents, which further leads to short-term clustered unemployment. At present, the reduction of jobs has become a general social problem, which is also the major objective reason behind the employment dilemma amongst college students.

2.2 Insufficient employment education causing confusion among college students
According to surveys, many colleges and universities only carry out large-scale and high-density employment and career education and mobilization during the graduation season through channels like job fairs, which leads to a lack of long-term planning and self-knowledge amongst students. Therefore, they generally feel confused during the employment process and follow the lead. For example, “delayed employment” is a typical and direct result of the lack of career planning. Career planning for college students is a compulsory course for students, as well as an important talent-training part for colleges and universities. Therefore, only by preparing for employment as a whole can help students obtain high-quality jobs.

2.3 The lack of overall ability causing difficulty to land an ideal job
With the enrollment expansion and popularization of higher education and the increasing social demand for high-level talents, students must have strong professional skills and high personal quality to be qualified for a job. On one hand, students actively pursue further studies in order to be qualified for high-level jobs, leading to “delayed employment”. On the other hand, students are used to the stereotyped management at high schools, so they find it difficult to get used to the self-learning mode in colleges or universities, causing insufficiency or lack of professional skills, making it difficult for them to be employed. In the long run, a vicious circle of “unemployment-unable to be promoted-avoiding employment” will be formed.

3. ANALYSIS OF THE EMPLOYMENT DILEMMA OF COLLEGE STUDENTS UNDER THE REGULAR EPIDEMIC PREVENTION AND CONTROL

3.1 Fewer jobs and recruitment channels
Although China has made remarkable achievements in pandemic prevention and control, the COVID-19 pandemic still has a huge impact on the national economy, especially to small and medium-sized enterprises which used to hire a large number of graduates. Many enterprises and individual industrial and commercial households are facing a sudden increase in uncertainties in their operations, as well as shutdowns and discontinued production, some enterprises continuously reduce the number of recruits in order to reduce the risk. Therefore, graduates have fewer chances to be employed. Meanwhile, the current work environment is overemployed, resulting in an increasing demand of workplace capabilities. While
enterprises continue to put forward higher demands of practical skills and academic qualifications, graduates become less and less competitive in the employment market, which is bad for college students who are still in school or are not yet employed.

The uncertainty of the COVID-19 cases leads to the transition of the mode of recruitment. Some colleges and universities affected by the pandemic have adopted harsher management methods which is relatively closed, so it is more difficult for employers to directly recruit from colleges or universities. Since the information exchange of recruitment is affected and blocked, many enterprises called off offline job fairs, and held online job fairs instead. Due to the lack of timely and repetitive information transmission and the lack of face-to-face communication, many graduates find it difficult to find their ideal jobs. Meanwhile, online assessment and interviews also increase the uncertainty of recruitment to some extent, and graduates need to adapt to the logic and skills of online interviews.

3.2 Teaching activities in higher education are limited, and talent training is impractical

From the perspective of schools, affected by the pandemic, some colleges or universities postponed start of school, and some moved their courses online, which greatly reduced the teaching effect. Meanwhile, productive practice, as an important part for students to understand the practical work and accumulate work experiences, is “stopped” due to the pandemic. The lack of productive practice has greatly weakened the competitiveness of graduates. At the same time, there are problems in some colleges or universities in terms of school-running principle, and the existing teaching mode cannot match with the current social needs. In some schools, the faculty of certain majors is uneven, the positioning of the training plan is unclear, and the cultivation of students’ practical ability, hands-on ability and innovation ability is ignored. As a result, some students study mechanically. Though with great academic performances, they are usually helpless in the face of real-life work problems.

3.3 Students’ over expectation and lack of self-assessment

Affected by the pandemic, graduates are facing a harsher employment market. “Employment difficulties” has become a hot topic in the society. The fact is not that graduates cannot find a job, but most of them cannot find a satisfying job. Many graduates have a poor awareness of themselves, but an over expectation of the work environment and the salary, so it is difficult for them to find a job that matches their own career plan. Many students are indifferent to relatively small companies, but they are unqualified for the jobs they want. In such case, they will “avoid” employment. In addition, the “civil service exam” and “graduate entrance exam” have become popular amongst graduates in recent years. Some graduates want further study or being employed in the state system, so they directly give up the chance to find a job. “Civil service exam”, “graduate entrance exam”, or taking up employment in an enterprise are all positive choices, which should be encouraged. However, some students use this as an excuse to “avoid” employment, which should arouse attention.

4. COUNTERMEASURES AND SUGGESTIONS FOR IMPROVING STUDENTS’ EMPLOYABILITY AND THE PROCESS MANAGEMENT SYSTEM

With the increasingly complexity of the employment market and the impact of the pandemic, graduates are becoming more and more stressful and confused. Therefore, it is urgent and necessary to build a scientific management system for the students’ employment process through multiple ways to comprehensively improve their employability and risk resistance capacity from input to output.

4.1 Talent training: Multi-party collaboration to track the frontier development of the industry

Whether college students can find a satisfying job in the employment market is not determined by the market, but their personal quality and ability. To improve their employability, first of all, a guidance team composed of professionals including tutors, teachers, career planners and HR managers should be established to realize the professionalization of the team, to encourage companies to actively participate in employment guidance, to expand the content and length of the guidance courses, and to guide students to understand deeply the employment market from the start of school. Meanwhile, schools should match the majors with the employment status, link professional teaching with industrial development, update curriculum setting and teaching mode, and learn leading cutting-edge technologies, in order to adapt to the increasingly changing technical reforms in the employment market. It is necessary to strictly require students to take social practice and corporate internships, in order to improve their employability from the source. At last, the relationship between schools and families should be strengthened and a regular contact system should be built to help parents to foster correct outlook on employment, to understand students’ employment status in a timely manner, to maximize the resources of both parties, and to promote student employment in both ways.

4.2 Counterpart: Precise match to expand the channel of employment information

The prerequisite for precise employment is to establish a matching relationship between jobs and student information, and to ensure the effective communication of employment information amongst different groups in the form of interaction. It is necessary to build an online employment information service platform and a database for employers and graduates. On one hand, starting from the actual needs of the employers, we can select targeted students through effective tools like Internet, in order to improve the matching accuracy of the employment information. On the other hand, we can guide students offline to enter into the society and companies, to help them deeply and comprehensively understand the market through practice, to establish a reasonable outlook on employment, and to teach students with difficulties in employment job-hunting skills face to face, as well as to hold offline double-channel job fair to expand the channels of employment as much as possible while meeting the requirements for pandemic prevention and...
control.

4.3 Entry and employment: Feedback adjustment to improve the evaluation quality of employment

Improving the evaluation system of students’ employment quality is of great significance to establish a perfect feedback mechanism for the employment status, to guide the optimization of college enrollment and the adjustment of professional structure, and to improve the talent training mode of higher education. It is also important to insist on the scientific and overall principle, to systematically assess the employment quality of graduates, and to reflect the employment quality and long-term development of college graduates in an overall and objective manner. Combined with the actual situation of schools, according to the feedback, timely adjustment should be made to existing problems, and the interconnection amongst universities, government, enterprises, and industries should be strengthened, to achieve the goal of promoting training quality with employment quality, to achieve the seamless match of talent training and social needs, to highlight the school-running features of higher education, and to cultivate interdisciplinary talents needed by the society.

5. CONCLUSION

With the regular epidemic prevention and control, college students should make preparations, strive to be qualified for the jobs they want, and improve their overall ability with specific goals. Meanwhile, colleges and universities should realize their shortcomings in self-development, keep up with the times in the training plan, and continue to strengthen the exchanges and cooperation with enterprises with the support of relevant national policies, so as to provide students with a bigger space and platform, and cultivate students with strong practical and innovative abilities for enterprises. In the end, enterprises and the society should pay more attention to in-school students, to provide students with a fairer and more just employment environment, and to provide security and support as much as possible, to eventually achieve social stability and win-win situation.

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Problems Existing in Online English Teaching in Colleges and Universities and Their Solutions

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Abstract: As a comprehensive subject, college English can effectively improve students' language ability and contribute to their future development. Nowadays, in the process of transforming English teaching in colleges and universities to online, various problems have appeared in the process of online teaching, which hinders the development and progress of college English online teaching. This article mainly focuses on studying the problems existing in college English online teaching and discussing several solutions.

Keywords: College English; Online Teaching; Problems; Solutions

1. INTRODUCTION
With the advancement of science and technology and the advancement of education reform, traditional teaching methods have gradually changed. Especially in the special circumstances of the epidemic, colleges and universities have begun to promote the implementation of online education. Through online teaching, students' subjective initiative can be fully utilized to stimulate students' interest in learning. At the same time, the form of online teaching can shorten the distance between teachers and students, promote the improvement of the teaching atmosphere, and allow students to participate in a relaxed environment. Learning helps to improve the teaching effect. However, in the actual teaching process, the teaching results are often difficult to achieve expectations. This article aims to study the problems and solutions in college English online teaching.

2. PROBLEMS EXISTING IN ONLINE TEACHING OF ENGLISH IN COLLEGES AND UNIVERSITIES
In today's online teaching of English in colleges and universities, there are still many problems. First of all, online teaching mode is different from offline teaching. There are differences in teaching methods and teaching procedures. Many teachers have poor adaptability in the teaching process, which leads to a decline in teaching effectiveness. Secondly, in the process of teaching English teachers in colleges and universities do not pay attention to the interaction between teachers and students. Teachers are often speaking alone, and students cannot give teachers timely feedback. As time passes, teachers no longer add interaction in the teaching process. This link constitutes a blow to students' learning enthusiasm and affects the improvement of college English online teaching level.

From another perspective, the online teaching of English in colleges and universities lacks powerful means of supervision, which leads to limited teaching effects. In the process of online teaching, teachers cannot observe the students' learning in time like offline teaching. It is unknowable whether students are fully absorbed in the course, or are hanging on the course but doing other things unrelated to learning.. It is precisely because of this uncertainty about the learning situation of students that it is difficult to follow up the actual learning effect in the teaching process, which limits the teaching effect and becomes a major problem hindering the online teaching of English [1].

3. IMPROVEMENT MEASURES FOR COLLEGE ENGLISH ONLINE TEACHING
Through the analysis of the problems existing in online English teaching in colleges and universities, we can see that the current online teaching model is poorly adaptable and cannot guarantee the learning effect of students very well. In view of this situation, we can look at the following implementation improvements:

3.1 Focus on teaching design
In the process of online teaching, college English teachers must fully realize the differences between online and offline teaching. In the online education process, traditional offline teaching design cannot be used, but for online teaching. Features for teaching design. In self-teaching design, taking into account the rich teaching resources brought by online teaching, we should pay attention to the diversification of teaching forms in teaching design. Especially with the help of the Internet, audio, video, etc. can be more easily used in teaching. Secondly, interactive links must be added to the teaching design. For example, a special text chat section is carried out in online teaching. Through the chat board, students can express their ideas online in time, and the teacher simulates the line to a certain extent through the form of oral answers. Under the teaching, the interaction between teachers and students is guaranteed, and it is also convenient for teachers to grasp the learning situation of students.

3.2 Changing teaching methods
In the process of carrying out English online teaching, task-driven to realize the transformation of teaching methods. You can guide students to self-preparation before class and reduce the difficulty in the teaching process by assigning learning tasks to students before class. Secondly, by posting some small tasks in the class, the students' attention is always maintained in the teaching. English online practice activities are carried out after class. Teachers test the students’ learning effects by posting
practical tasks online. The content of practical tasks should involve listening, speaking, reading, writing and other aspects of English teaching. Improve students' English practice ability in an all-round way [2]. In addition, in the process of online English teaching, project teaching methods can also be used to give full play to the students' dominant position in the teaching process. By setting the name and purpose of the project, students are guided to group freely, learn independently, and finally share Reflect on the deficiencies of your own learning achievements. This teaching method is different from traditional classroom teaching, and the teaching content is more flexible, which has a better effect on students' thinking.

3.3 Promote the integration of online and offline teaching
Although online English teaching has gradually become the mainstream of English teaching in colleges and universities, traditional offline teaching still has its unique advantages. On the one hand, teachers can eliminate possible cheating in online exams through online teaching and offline assessment, and truly test the learning effect of students for a period of time, so as to reflect on the current online teaching based on student feedback Existing problems promote the progress of online English teaching. On the other hand, in the current English teaching in colleges and universities, in addition to the students' written expression ability, the more important thing is the students' language ability. English itself is a foreign language, and the ultimate educational purpose is to enable students to use it in daily communication. Through the integration of online teaching and offline teaching, students can use English to communicate with classmates and teachers in offline classrooms, so as to exercise their oral English ability and promote the overall improvement of college students' English ability.

3.4 Cultivate students' learning consciousness
In the current online teaching of English in colleges and universities, a significant problem is like the decline of students' learning consciousness. In the past offline teaching, teachers can judge whether students are involved in the teaching process by patrolling in the classroom, but online teaching teachers have difficulty in judging students' learning behaviors, resulting in low learning efficiency even when students are attending classes. Therefore, in the process of developing online English teaching, it is necessary to cultivate students' learning consciousness. First of all, we must emphasize the importance of learning English to students to stimulate their learning motivation. Secondly, through random tests from time to time, create a sense of crisis and urgency for students to stabilize their learning behavior. Secondly, they can also carry out some rewards. The mechanism, through the combination of rewards and punishments, enables students not to have any resistance, so they can consciously participate in English learning, and promote the improvement of the effect of online English teaching.

4. CONCLUSION
To sum up, in the current course of online English teaching in colleges and universities, there are many problems such as poor teaching effect and untimely teaching feedback, which are not conducive to the improvement of students' English ability. This article aims to improve the effectiveness of online English teaching by changing teaching methods, focusing on teaching design, cultivating students' learning consciousness, and promoting the integration of online and offline teaching. English itself, as a key course in college teaching, is of great benefit to students' other courses and future career development. Therefore, colleges and universities should pay attention to the effect of English teaching and adopt various methods to solve the current problems in English online teaching and promote The improvement of the online teaching level of college English.

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Application Of Computer Software Technology in The Era of Big Data

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Abstract: With the improvement of computer level, the era of big data has achieved relatively rapid development. Under this circumstance, the application of computer software technology can effectively improve the problems existing in the big data era and ensure that computers can meet the further development needs of the big data era. This article briefly introduces computer software technology, and explores the application of computer software technology in the era of big data, hoping to show the advantages of computer software technology and provide references for sustainable development in the era of big data.

Keywords: Computer; Software Technology; Big Data Era; Application

1. INTRODUCTION
Analysis of the era of big data found that there are many shortcomings in the application of big data. In order to achieve better development in the era of big data, it is necessary to intensify research on computer software technology to ensure that computer software technology can effectively improve the development loopholes in the era of big data. In this process, staff should be strictly required to ensure that they can fully apply computer software technology. Only in this way can the advantages of computer software technology in the era of big data be fully reflected.

2. COMPUTER SOFTWARE TECHNOLOGY
Computer software technology is based on the development of different types of computer software. The application of this technology can discover hidden safety hazards in the process of computer operation and improve them in a targeted manner to ensure that information transmission is safe and secure. Accurately, to ensure that computer equipment can provide support for the development of the big data era. In order to promote the long-term development of the big data era, it is necessary to use appropriate measures to apply computer software technology. This requires computer software technology application personnel to have strong professionalism, otherwise it is likely to be in the process of applying computer software technology. There are many problems, leading to the failure of computer software to be reflected [1]. Moreover, with the development of big data, the diversified characteristics of computer software technology have become more prominent, which can meet the needs of different groups, thereby ensuring that computer software technology can be more commonly used. In addition, the application of computer software technology can effectively analyze the shortcomings in the actual use of computer software, and formulate appropriate measures to improve it. Finally, it can also build simulations to simulate the different results that computer software may appear in the application process, make up for loopholes in the computer operation process, and make the computer software fully functional.

3. APPLICATION STATUS OF COMPUTER SOFTWARE TECHNOLOGY
From the analysis of the current situation, it is found that although the relevant departments of our country pay more attention to the application of computer software technology and have formulated appropriate measures, due to the influence of some factors, there are still some problems in the application of computer software and cannot be reached. Expected goal. Therefore, it is necessary to intensify research to improve the deficiencies in the application of computer software and achieve the following goals.

First, timely information exchange and transmission. The application of computer software technology can enable enterprises to transmit information in a timely manner during the development process to meet the needs of enterprise development. The transmission and communication of external information can also be implemented through computer software technology. This is mainly because the use of computer software technology enables the transmission of information in a relatively short period of time without being affected by time and place [2].

Second, intensify efforts to carry out resource management. With the progress of society, there are new requirements for the production work of enterprises. Therefore, the enterprise must innovate the production mode in time in the production process, so as to improve the shortcomings in the production process. The application of computer software technology can integrate and sufficient existing resources of the enterprise to provide support for the subsequent development of the enterprise.

4. APPLICATION OF COMPUTER SOFTWARE TECHNOLOGY IN THE ERA OF BIG DATA
4.1 Cloud storage service technology
With the development of the big data era, the application of cloud storage service technology has become more and more extensive. The application of this technology can continuously innovate traditional storage methods, and can also break the situation that storage space is affected by time and space, so as to ensure that computer storage can provide support for the development of the big data era. Moreover, in the process of applying this technology, users can also use a certain method to apply the data stored in different periods to solve the deficiencies in the
development of big data. In order to enhance the role of cloud storage service technology in big data, relevant personnel should form a full understanding of the importance of cloud storage service technology and clarify the role of different structures to provide guarantee for the smooth development of information storage work.

4.2 Virtualization Technology
The emergence and development of the era of big data has increased people's emphasis on resource management. In the process of resource management, not only should the effect of different types of data application be improved, but also the application of virtualization technology should be strengthened to ensure that the virtualization technology can show value, which provides the application of virtual resources in real work. More favorable conditions are used as support [3]. The types of resources appearing in computer systems are relatively diverse. Only when relevant personnel use virtualization technology to transform resources into data can they effectively solve problems and provide guarantees for the safe and stable operation of computer systems.

And the application of virtualization technology in the context of big data can enable various types of information to be obtained in a short period of time and improve the level of information processing. Users can also research computer systems according to the further development direction of big data, thereby showing the computer system The flexible and changeable characteristics of the software provide more favorable conditions as support for the development of China's computer industry.

4.3 Information Security Technology
In the context of big data, the development of big data needs to be supported by computer systems. Therefore, it is necessary to ensure that computer information is in a safe state, which requires relevant personnel to increase their efforts to use information security technology. Targetedly improve various problems that appear in the application process of the computer system to ensure the stable operation of the computer system. It should be noted that with the further development of the big data era, the connection between different data is getting closer. If a certain data has a security problem, it is likely to have an adverse effect on the subsequent data, causing the computer system to fail to operate stably. It is not conducive to the further development of the big data era. In this case, the scientific and reasonable application of information security technology can effectively reduce the probability of viruses and Trojan horses in the application process of computer systems, and ensure that computer systems can show their advantages in the era of big data [4].

5. CONCLUSION
The emergence and development of big data has significantly improved the technical level of computer software, and the connection between computer software and people's lives and work has become closer, which plays a very critical role in the development of society. Under this circumstance, if we want to promote the long-term stable development of the big data era, we must pay full attention to computer software technology and apply it scientifically and rationally, so as to improve the problems existing in the big data era. Only in this way can we provide support for the development of society.

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Analysis On the Teaching Method of Undergraduates' Entrepreneurship Management Course

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Abstract: In recent years, China has paid more and more attention to entrepreneurship and management education for college students, and policy signals have become stronger. The development of entrepreneurship education for college students puts forward higher requirements for the training objectives of entrepreneurial management talents and the optimization and adjustment of educational concepts in colleges and universities. Many colleges and universities have begun to combine entrepreneurship management education with college students' entrepreneurial work and regard it as an important part of their educational work. The effective development of entrepreneurship management curriculum education is conducive to improving the entrepreneurial quality and entrepreneurial spirit of college students, so that they can seize entrepreneurial opportunities in a timely manner. However, in terms of the actual situation of teaching, there are still many problems in the educational methods of college students' entrepreneurship management curriculum, leading to The actual effect of the course is difficult to be fully utilized. In the face of this situation, higher vocational colleges should pay more attention to it and make scientific improvements to traditional teaching methods.

Keywords: Entrepreneurial Management; Course Teaching Methods; Problems And Measures

1. INTRODUCTION
Entrepreneurship management courses occupies an important position in university courses. The effective development of this course education can not only improve the entrepreneurial spirit of college students, but also promote the development of students' future careers. However, in the specific entrepreneurship education and teaching, there are more explanations of theoretical knowledge than practice, and due to the limitations of class time and conditions, many college students cannot participate in the real entrepreneurship practice activities, which makes it difficult to improve the quality of the course and affects Teaching effect. In the face of such problems, relevant universities must analyze the specific causes, formulate scientific and reasonable solutions, improve teaching methods, and improve teaching quality.

2. PROBLEMS EXISTING IN THE TEACHING METHODS OF UNDERGRADUATE ENTREPRENEURSHIP MANAGEMENT COURSES
2.1 Lack of perfection in the teaching system of entrepreneurship management courses
For entrepreneurial management textbooks, it mainly includes relevant theoretical knowledge of entrepreneurial process management and actual entrepreneurial cases. However, many of the theoretical knowledge is imported. When conducting entrepreneurial management teaching for college students, many teachers teach Alibaba, Tencent, etc. There are successful cases of related large-scale enterprises. However, as far as the actual situation is concerned, many students' entrepreneurship started from small, medium and micro enterprises, and there are many cases of entrepreneurial failure. Therefore, when teaching college students on entrepreneurship management, teachers should start from Start with the entrepreneurial spirit, and give a detailed account of the entrepreneurial environment, opportunities, plans and other aspects designed by the content of the entrepreneurial management course, so that students can have an understanding of basic professional theories such as entrepreneurial models and processes, and should also make them To clarify the basic conditions for the establishment of a business, to be able to establish a corresponding entrepreneurial team, and to write a corresponding business plan, so that the entrepreneurial ability and quality of college students can be improved. However, in the specific teaching process, there is still a lack of corresponding practical activities, and the lack of comprehensive consideration of students' subjective initiative, resulting in failure to achieve the expected teaching effect, and even reducing students' interest in learning [1].

2.2 Lack of infrastructure for practical teaching of entrepreneurship
In the teaching of entrepreneurship management, entrepreneurship practice is the best way to master relevant knowledge and skills. When carrying out entrepreneurship practice teaching, university teachers can use case analysis, entrepreneurship competitions, scenario simulations and other teaching methods, which can not only improve students' own interest in learning, but also enable them to enhance their entrepreneurial ability in the process of practice. However, as far as the actual situation is concerned, when colleges and universities teach entrepreneurship management to students, they mainly teach students based on relevant entrepreneurial management cases, and there are still relatively few opportunities to provide students with corresponding entrepreneurial management simulations. Staying in theoretical knowledge and case analysis seriously affected the teaching effect. In addition, many entrepreneurial practice bases jointly established by
universities and enterprises will be restricted by capital and scale, providing students with very few entrepreneurial practice opportunities, and the content of internships is relatively simple. Although the government has set up corresponding fund projects for college students' entrepreneurship, the amount of funds provided is relatively small and the application process is more complicated, which will also hinder most students' entrepreneurship.

3. EFFECTIVE MEASURES TO SOLVE THE PROBLEMS OF THE TEACHING METHOD OF THE UNDERGRADUATE ENTREPRENEURSHIP MANAGEMENT COURSE

3.1 Reasonable and innovative teaching methods

One is case teaching. When applying case-based teaching methods in entrepreneurship management teaching, teachers should combine course teaching content and choose more real success and failure cases of small and medium-sized enterprises for in-depth analysis. Students can be encouraged to explore and research related cases, and students should be asked to study failure and success cases. Conduct comparative analysis, sum up experience and lessons from it, and gain more entrepreneurial management knowledge [2].

Second, create simulation teaching. When carrying out entrepreneurship management teaching, teachers can set up corresponding practical scenarios, organize students to simulate the entrepreneurial process, and conduct drills on market segmentation, user needs, entrepreneurial opportunities, marketing, team building, and financial management, etc. Students can combine corresponding theoretical knowledge to solve problems in simulated situations and improve students' practical ability;

Third, group teaching mode. When carrying out entrepreneurship management teaching, it should not be taught by a single teacher. Group teaching can also be organized. For entrepreneurship management teaching, some successful entrepreneurs can be invited as corresponding main teachers, so that they can teach and share their entrepreneurial management to students Experience helps students to internalize their entrepreneurial management knowledge.

Fourth, write a business plan. The so-called business plan refers to a written analysis of the status quo and development prospects of the company based on the actual requirements of the corresponding format and content on the basis of doing a good job in research and analysis for its own development. Material. When teachers teach entrepreneurship management to students, students can choose entrepreneurial projects by themselves, and use groups as a unit to analyze relevant entrepreneurial ideas based on the characteristics and nature of entrepreneurial projects, clarify the core concepts of entrepreneurship, business operation models, etc., write Produce a business plan to enable them to systematically learn entrepreneurial management.

3.2 Build a scientific entrepreneurial platform

Relevant colleges and universities should take advantage of their own advantages to fully integrate various resources within the school, so as to provide corresponding technology and platform support for college students' entrepreneurship, and at the same time support students' entrepreneurial practice activities. First of all, colleges and universities can pilot small-scale enterprises on campus, such as school-run shops, maker spaces, etc., and require students to participate in them, so as to improve their own entrepreneurial ability and accumulate entrepreneurial experience. Second, build a complete community service center. Colleges and universities can strengthen cooperation with communities with relatively better conditions to establish corresponding labor technical service centers, thereby providing college students with trial career opportunities. Third, establish a stable practice base for off-campus internships. It is difficult for students to realize the complexity of entrepreneurship if they only carry out entrepreneurial management practice activities in schools. Therefore, universities can cooperate with some local factories, shopping malls, enterprises, etc., to promote the organic integration of entrepreneurial management education and social practice, and organize Students regularly go to partners for trial work and on-the-job internships, so that students can master more entrepreneurial knowledge and experience in the specific process of practice [3]. Fourth, through the "College Student Entrepreneurship Center", "Class Organization", "Society Organization", "Work-study Service Center" and other organizations, targeted "psychological training", "entrepreneurship seminar" and "entrepreneurship simulation" And other activities. It is also possible to organize activities such as "Successful Alumni Successful Entrepreneurship Report", "Innovation and Entrepreneurship Forum" and "Entrepreneur Class" to motivate students, Encourage students to enhance their confidence and determination to start a business.

3.3 The integration of teaching and competition, the promotion of teaching by competition, and the promotion of learning by competition

At present, there are a wide variety of entrepreneurial competitions held for college students, with a wide coverage. Taking Guangdong Province as an example, the current competitions that Guangdong college students can participate in include the China International "Internet +" College Student Innovation and Entrepreneurship Competition, Guangdong University Student Business Management Simulation Sand Table Competition, and the "CCB Cup" Guangdong The First Provincial Rural Entrepreneurship and Innovation Competition, Guangdong "Zhongchuang Cup" Entrepreneurship Innovation Competition, "Win in Guangzhou" and Guangdong-Hong Kong-Macao Greater Bay Area University Student Entrepreneurship Competition, Guangzhou Female Maker (Innovation, Entrepreneurship and Creation) Competition, Xindaoyu "sand table simulation operation The national finals of the competition, the "Changxiang Cup" National Vocational College Entrepreneurship Skills Competition, the "Business Management Sand Table Simulation Competition", the Guangzhou Conghua District Science and Technology Innovation Entrepreneurship
Competition, etc. In the background of various entrepreneurial competitions. The competition is an opportunity to improve the teaching level through the "integration of teaching and competition" is a new path for entrepreneurship management education, which has important practical significance for the training and development of actual entrepreneurial talents, and is also an organic combination of innovation and entrepreneurship education, vocational education and skill competitions. At the same time pass. Participating in entrepreneurship competitions can continuously and effectively carry out project-driven teaching practices that are close to the needs of entrepreneurship, summarize and analyze the experience gained in practice, improve or even reconstruct the current teaching system, and make college students' entrepreneurship management courses applicable Stronger, higher conversion rate of entrepreneurial competition results, and clearer training goals.

4. CONCLUSION
Carrying out effective undergraduate entrepreneurship management teaching can enhance students' own entrepreneurial ability, improve their entrepreneurial success rate, and lay a good foundation for students' future development. Therefore, colleges and universities should pay attention to the teaching of entrepreneurship management courses, and adopt appropriate teaching methods, and at the same time, they must reasonably solve various problems in them, so as to improve the effectiveness of entrepreneurship management courses.

REFERENCES
Analysis On the Work Methods of Student Management of Instructors in Higher Vocational Colleges in The New Situation

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Abstract: With the development and progress of society, China's teaching philosophy and education model have undergone tremendous changes. In higher vocational ideological and political teaching, traditional higher vocational teaching concepts have been affected by the changes in social development and began to regard student management as the core of higher vocational teaching, and higher vocational college counselors are the core of managing higher vocational students, and it is necessary to manage students Work runs through the entire higher vocational teaching system. This article starts from the perspective of the analysis of the student management work methods of the instructors of higher vocational colleges under the new situation, and aims to start with the concepts, systems, methods and other aspects to change the students' learning attitudes and behaviors and promote the overall quality of the students.

Keywords: Higher Vocational Colleges; Counselors; Management Methods

1. INTRODUCTION
For higher vocational students, their own legal awareness and moral concepts are poor. Student management has become the core content of students' higher vocational teaching guidance. This teaching method is essential to the future growth and development of students. Higher vocational colleges instill correct values into higher vocational students through student management. Higher vocational counselors serve as educators, leaders and coordinators in the entire higher vocational teaching work. Higher vocational counselors have the responsibility and obligation to guide and educate students to move forward in the direction of the correct ideological and psychological path. As a weapon of vocational counselors, student management can help counselors better control and manage the daily life of vocational students. But while using the weapon of management, counselors should also combine the preferences and characteristics of the students, and use a more acceptable way for students to enhance the charm and role of student management.

2. THE CONNOTATION OF STUDENT MANAGEMENT METHODS
The management of students in higher vocational colleges pays much attention to teaching methods, and college counselors can only achieve the goal of management teaching if they use appropriate teaching management methods that conform to modern teaching concepts. Teachers often need to adopt flexible teaching management methods to respond to students’ expectations when cultivating students’ ideological concepts, behavior habits and moral consciousnes$. At this stage, student management teaching methods can be divided into three different forms. The first is the basic management form, which mainly covers language and interpersonal communication. The second is the form of functional management, which mainly includes dealing with student problems at critical times, using language art flexibly, being good at summarizing, and adopting art forms that teach students in accordance with their aptitude, and so on. Finally, there is a special form of management. For higher vocational students, the compulsory traditional ideological and political teaching methods in colleges and universities cannot meet the needs of students' personality development. Student management teaching should be done to influence others by virtue, and students should be educated from the perspective of reason. The teaching methods of teachers are too excessive. Be tough, to achieve a quiet teaching effect.

3. THE MAIN CHARACTERISTICS OF THE MANAGEMENT METHODS OF HIGHER VOCATIONAL STUDENTS
The biggest beneficiary of student management is all students, while the practitioners and main body of learning management are higher vocational teaching counselors. If you want to be a qualified higher vocational counselor, the higher vocational counselor must establish a good reputation in the hearts of students. Image, through the establishment of a good teacher-student relationship to improve the effectiveness of management teaching. As the practitioners and promoters of management teaching, vocational counselors shoulder the burden of teaching students' ideology and behavior habits. Doing a good job in management teaching can inspire students' wisdom, broaden their insights, and arouse students' emotional and ideological resonance. Higher vocational students have different concepts of life and values, which determine their perception of the world. The different roles played by student management and teaching work are mainly reflected in the influence of various factors such as individual differences of students and growth environment. There are many characteristics of management teaching, such as emotion, practicality, creativity and flexibility. Instructors need to grasp the manifestations of student management teaching according to the needs and acceptance of students, and then improve the effectiveness of student management teaching.

4. WAYS TO IMPROVE STUDENT MANAGEMENT METHODS OF COUNSELORS
4.1 Counselors must recognize the role positioning and shape the charm of personality in self-accumulation. In daily counseling and management teaching, vocational counselors are practitioners even as educators. The main duty of the vocational counselors in the management of students is to guide students towards the right path of thought. The instructor needs to follow the four values of consciousness when teaching students, and to be a qualified teaching management worker by constantly learning theoretical knowledge and enhancing his professional quality. At the same time, teaching staff also need to continue to innovate in management culture. While helping students make a good study and career planning, they should pay more attention to students' study and life, and guide them to successfully graduate and find employment. In classroom teaching, teachers need to carry out personalized counseling to pave the way for students to grow according to the characteristics and preferences of students.

4.2 Counselors should pay attention to improving their own literacy and master the psychological characteristics of students. The stage of higher vocational education is an important period for the independence and formation of students' ideological consciousness. At this stage, students show the characteristics of individuality, independence and diversity. Based on these characteristics, teachers need to pay full attention to the psychological characteristics of students to develop management programs that conform to the students' thinking. As a higher vocational counselor, his professionalism must be excellent. Teachers continuously strengthen their professional skills, improve their own cultural accomplishment, and are good at using their own personality charm and professional knowledge reserves to solve the problems in students' daily life and learning. In the teaching method, teachers should uphold the principle of fairness and justice, and avoid discriminating reading points for students due to the individual differences of students. Establish the three discriminative reading points for students due to the ideological and political teaching.

4.3 Counselors should carry out personalized counseling to pave the way for students to grow according to the characteristics and preferences of students. In daily counseling and management teaching, vocational counselors are practitioners even as educators. The main duty of the vocational counselors in the management of students is to guide students towards the right path of thought. The instructor needs to follow the four values of consciousness when teaching students, and to be a qualified teaching management worker by constantly learning theoretical knowledge and enhancing his professional quality. At the same time, teaching staff also need to continue to innovate in management culture. While helping students make a good study and career planning, they should pay more attention to students' study and life, and guide them to successfully graduate and find employment. In classroom teaching, teachers need to carry out personalized counseling to pave the way for students to grow according to the characteristics and preferences of students.

5. CHANGE TEACHING CONCEPTS AND CARRY OUT HUMANISTIC MANAGEMENT

In the past, the education of higher vocational colleges in our country failed to highlight the main status of students in education. With the introduction of quality education, the teaching concept of "student text" gradually became popular. The job orientation of vocational counselors has also undergone tremendous changes. Higher vocational teaching with "people-oriented philosophy" as the core guideline stipulates that all work must be based on students, thinking about problems from the perspective of students, and taking into account students' ideas and ideas during work. Feel, give students more encouragement and support, so that students can feel the warmth and help of teachers to themselves. In order to achieve these teaching goals, higher vocational counselors need to change the traditional teaching concepts, establish a good teacher-student relationship, and through practical actions to let students feel the warmth and support from teachers, and truly feel their own care. In addition, teachers should also help students have a correct outlook on life, values, and world outlook, and listen to the voices of students through communication with students. In dealing with daily problems, higher vocational counselors must be patient, let the students make statements and explain first, and after understanding the causes and consequences of happy things, negotiate with the students to solve the problems, this way can improve the students to solve their own problems Participation can also promote the efficiency of problem solving.

6. CONCLUSION

In general, management teaching is an indispensable and important part of the higher vocational teaching system. As a higher vocational counselor, it is the responsibility and obligation to cultivate students' correct understanding of the world through student management. This process requires teachers to integrate students well. Personal characteristics, make a good teaching plan, improve their professional quality to complete the tasks and goals of ideological and political teaching.

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The University Development Type Subsidizes Educates the International Experience and The Practice Enlightenment Research

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Abstract: The University carries on the student subsidizes the work is the new time higher education educates the human system the important part, not only must achieve "helps the poor to the poor", we should also realize the dual effect of "educating people to become talents". For the current concept of university funding, the main focus is on the bottom-covering type of security funding, but for the development of college students' growth and development of funding work is not in-depth. In order to realize the educational goal of economic aid and cultural education, we should construct an all-round educational system with four basic points based on the idea of developing educational support and the experience of international developed countries.

Key Words: Higher Education; Financial Aid; Developmental

1. INTRODUCTION
Development is the main theme of mankind and the mission of education. For higher education, cultivating and developing people is the fundamental responsibility and the main purpose of higher education [1]. As the main body of higher education, colleges and universities pay attention to the development of human beings and the development of students. The pulse is the same, but the former is more ambitious and the latter is more specific. However, due to the differentiation of social class and the difference in family economic structure, for students in financial difficulties, colleges and universities should give extra attention and help, because this is determined by the fairness in the educational mission. The funding of colleges and universities for students should not only pay attention to funding assistance, but also pay attention to student development. With the continuous improvement and development of the concept, method and system of university funding work, from the past bottom-up assistance, it has gradually changed to developmental funding and education. This transformation is an inherent requirement for the development of higher education. In the process of continuous advancement of university funding work, it is increasingly developing towards a professional, scientific, and humane direction. Entering the new era, the funding of colleges and universities for students with financial difficulties should not only stop at simple economic and material assistance, but also be reflected in the combination of service management and education development, so as to achieve the coordinated development of financial assistance and education assistance. And put the behavior of educating people throughout the whole process of running a university. For the implementation of the developmental funding education model for universities, we can accurately and effectively learn from the experience of developed countries, and objectively examine some bottlenecks, so that developmental funding education can help in all-round education.

2. THE CONNOTATION OF THE DEVELOPMENTAL FUNDING EDUCATION SYSTEM IN COLLEGES AND UNIVERSITIES
At present, the concept of college student funding has gradually changed from poverty alleviation to developmental education [2], which is an inevitable choice for the development of funding work. Regarding the connotation and characteristics of developmental funding for educating people, the existing theoretical results have made a lot of discussion and research on this. Developmental financial aid education aims to take the growth of students as the development orientation, and target financially disadvantaged students. By providing them with necessary funding for life, study and other funding and opportunities to obtain funding, help them solve financial difficulties and promote the smooth development of students. Study and live, so as to achieve the goal of helping and educating people in one. Compared with relief aid, development aid is more in line with the law of educational development and the law of student growth.

Based on the developmental funding model, both universities and students themselves are more conducive to talent training and their own growth. On the one hand, through the implementation of a developmental funding system, colleges and universities should not simply provide funding, but put themselves into consideration for students, solve students’ difficulties in a more appropriate and warm way, and provide them with opportunities to learn and exercise, so as to "grant It is better to teach people how to fish than to teach them to fish" [3]. On the other hand, developmental aid is based on the growth and development of students, and can be more accepted and adapted by students. The displayed education concept and relief spirit achieve a perfect integration, so as to avoid students’ inferiority complex and embarrassment. The developmental funding model not only protects students’ self-esteem, but also stimulates students’ aspirations for growth and achievement, so that the funding system runs through the whole process of students’ “entry-study-employment”, that is, it is about the survival, life and life of students. life.
2.1 Pay attention to respect for the survival, life and life of students. The development of society is based on human existence, life and life [4]. As the holy temple of educating people, colleges and universities should take the survival, life and life of students as the bottom line and principles to abide by, so as to improve a good environment for the development of students. The primary problem to be solved in the funding work of colleges and universities is to ensure the basic worry-free survival, normal life, and healthy vitality of students. By respecting the development law of students' growth and growth as the service purpose of funding work, in this way we can base on the basic aspects of student survival, life and life, and organically link student development with funding education.

2.2 Pay attention to the cultivation of students' growth, achievement and success. Starting from Maslow's hierarchy of needs, survival needs are human basic needs, and self-worth realization is human advanced needs [5]. The funding work of colleges and universities solves basic life problems for students. This is a kind of help, but college students are young talents with thoughts and vigor, and they have higher expectations and development demands for life. Therefore, college funding work needs to fully recognize the achievement motivation of students. In the implementation of daily funding work, colleges and universities need to regard the growth of students as the starting point for educating people, the achievement of students as a booster for educating people, and the success of students as the leading standard of educating people. Of course, success is a concept with rich connotation. The success of students in the developmental aid education of universities should be defined as people who are useful to the country and society, rather than simply being measured by wealth and official rank. Through developmental financial support, tap the potential and talents of students, and regard serving and accomplishing students as an important part of financial education.

2.3 Pay attention to the guidance of students' academic, career and career. For college students, cultivating good study habits, cultivating a healthy personality and sentiment, and shaping a positive professional spirit will affect the life-long development of college students. College students have strong plasticity, high overall quality, lively thinking, vigorous vigor, and easy success [6]. When colleges and universities carry out funding and education work, they should lead the growth and development of students with high standards and a high starting point, give full play to the incentive, demonstrative and leading nature of the funding work, and demonstrate the dual guidance of material and spirit. This means that not only is it necessary to meet the basic needs of students materially, but also to inspire and guide students' development on a spiritual level. Therefore, college funding education needs to integrate students' study habits, professionalism and career planning, encourage and supervise students to study hard, cultivate professionalism, draw up their own blueprint for life, and avoid going astray in life.

3. EXPERIENCES OF STUDENT FUNDING MODELS

IN FOREIGN UNIVERSITIES

3.1 The study aid model of British universities

The development of UK student subsidies is at the forefront of the world, and has been implemented as early as 800 years ago. Under the continuous development and evolution of the student assistance model, it has become the current mature state. From the middle of the 20th century to the 1980s, the United Kingdom adopted the method of "free and bursary"[7], and the national finance was responsible for all tuition fees, and the school living expenses were set for students with poor family conditions. This model solves the problem of poor students wanting to receive higher education, promotes the smooth employment of students, eases social conflicts, and reduces the burden on families.

3.2 U.S. university funding policy model

As a country with the most advanced legislation in the world, the United States has formulated a comprehensive legal system for the funding of college students to ensure the accuracy of funding and meet the needs of students. The United States promulgated the National Defense Education Act in 1957, which first proposed the concept of student loans[8] and believed that ensuring that every citizen accepts and successfully completes their studies is the foundation of national education. Subsequently, the United States promulgated the National Defense Education Act in 1938, and for the first time proposed the concept of student loans, and emphasized the importance of education funding to promote educational equity and improve the quality of the nation. Since then, the U.S. government promulgated the "Higher Education Act" and launched the "Staff Loans", "Pell Grants" and other financial aid policies in colleges and universities across the country. The subsidies for this kind of students mainly include several different forms of subsidies, such as financial aid for families with difficulties, rewards for excellent academic performance, and interest-free loans, forming a wide-ranging subsidy system. The bill believes that financial aid to students should not only solve basic university life problems, but also focus on guiding the improvement of students' comprehensive abilities.

3.2.1. Unpaid scholarships. At present, the United States has formed a complex education funding system, forming a complex funding system covering education groups and social institutions. This article mainly describes the internal funding structure. Grants are delivered to colleges and universities through high-level agencies such as the U.S. federal government and state governments, and the colleges and universities will evaluate the sponsored students, and then classify and issue them based on the students' economic and academic status. At the same time, for unpaid bursaries, colleges and universities also draw no less than one-ninth of the total tuition income allocated by the government as supporting funds for the funding system, dedicated to subsidizing students' education.

3.2.2. Paid bursaries. Paid bursaries are a relatively common funding method in American colleges and universities, through the form of work-study assistance. The so-called Work-Study Program is a paid bursary activity implemented by the US Federal Government in
3.3 Japanese university student funding education model

Japanese colleges and universities are relatively mature in developing funded education work, and have formed a relatively complete funded education system, and have achieved good practical results. In reviewing the development history of the education model of Japanese universities, there are mainly two methods. One is the government as the leading factor and the universities as the assistance; Repaid within.

3.3.1. The funding work is accurate and the funding concept is scientific. Based on the government-led Japanese university funding education model, there are two notable features. First, the funding work is accurate and effective. In order to balance the relationship between educational development and economic development, the Japanese government strongly advocates the implementation of a student loan policy, and strictly follows that the student loan is issued to the students who need it most. That is: the purpose of the student loan is to solve the financial difficulties of the family students, and pay attention to Expectations for the personal development of college students. Because the Japanese government believes that once you get a student loan, you should do something after graduation. The second is the advanced and forward-looking nature of the funding concept. For the issuance and approval of student loans, in addition to weighing students' economic factors, Japanese universities also need to make certain assessments of students' overall quality, especially their development potential, and emphasize the concept of investment and return.

3.3.2. The funding is led by the government. The Japanese government attaches great importance to the funding system, highly participates in it, continuously optimizes and upgrades, realizes reasonable risk control and equalization of educational opportunities, and creates a good social environment for promoting the fair development of education. In addition, the Japan Education Association is also responsible for disbursing government-funded funds, and students who receive government-funded student loans only need to pay an interest rate of 3%. At the same time, in order to encourage commercial banks to pay for goods, the Japanese government will also bear the management costs. The Japanese government acts as the main body of responsibility, and acts as the main body in the formulation and implementation of the funding system.

4. Constructing a funded education model of "one center + two dimensions + four basic points"

Through the establishment of a development funding education system as the core, economic needs and growth needs as the leading, and economic security, institutional guarantees, cultural cultivation, and ability development as the basic starting point of the funding system (Figure 1), it is realized in the funding Promote the healthy and smooth growth of students and the training goal of becoming talents.

Figure 1 Developmental funding education system

4.1 Based on economic security. Economic security is the foundation of the entire college student funding system. The biggest obstacle restricting the cultivation of poor students' ability comes from the economy. Poverty keeps some students with poor family economic environment out of the door of knowledge, leading to backwardness, thus forming a vicious circle of poorer students and poorer students. At present, China has formed a relatively mature funding system. Generally, all economically disadvantaged students can enjoy such funding, which can basically solve the problem of living security during university.

4.2 Supported by system construction. The system is the support for promoting the sound development of the system and the key to achieving fair education. The establishment of the funding system will help promote the fair and orderly development of college funding work, help people in real need, and promote the improvement of China's talent training system. Through the issuance of scholarships, living allowances, and the simultaneous development and promotion of reduction and exemption policies, green channels, etc., government-led awards and loans, donations from social organizations and caring persons, and three colleges and universities (research assistance, teaching assistance, assistance Learning) as an integrated funding system [11]. At the same time, the current system construction focuses mainly on material funding, while ignoring spiritual funding, leading to an imbalance in funding. In fact, the impact of spiritual support is stronger and more lasting. This requires that in addition to providing material subsidies to students, schools should also strengthen their spiritual subsidies. According to the characteristics and expertise of the students themselves, through conscious guidance, the students' personal abilities should be fully stimulated. With the help of the school, many poor students are also making continuous efforts. The scholarship has greatly strengthened their confidence and promoted the improvement of students' cultural level and spiritual outlook.

4.3 Take cultural cultivation as a guarantee. To promote the sustainable development of college student funding work, it is required to form a financial and spiritual
funding cultural system, deeply explore the virtues of Chinese traditional culture, and form a cultural system that understands gratitude, has responsibility, values integrity, and has confidence, and promotes The construction of spiritual civilization of college students.

4.3.1. Thanksgiving culture. Gratitude is the foundation of a person. Gratitude is far from being as simple as personal perception, but a spirit of dedication should be formed. And those poor students who have received funding, whether they are funded by the state, society, collectives, or individuals, should be grateful. For example, through a series of activities such as theme seminars and deeds presentations, students can get financial aid while also being nourished in their hearts, which will help them develop healthy psychology and correct values, and achieve the improvement of the meaning of funding. Practice has proved that integrating the culture of gratitude into the funding work of colleges and universities can improve the harmony of the campus on the one hand, promote the poor students to have a stronger sense of the country, society, and school funding, form a healthy and optimistic psychology, and better integrate Into college life. On the other hand, it helps to improve the meaning of the funding work, so that funding becomes the transmission of love and spiritual inheritance, rather than simply giving.

4.3.2. Responsibility culture. The connotation of developmental funding work in universities is to promote poor students to obtain higher education opportunities, and to encourage them to change their destiny through knowledge, and then make the greatest contribution to the family and society. To shoulder the responsibility and strength of its own intellectuals. In recent years, colleges and universities have continuously explored the introduction of responsibility culture into student aid, and have achieved certain results. For example, by means of part-time work and study, students can get paid through work, and then they can realize that it is not easy for parents to form the correct values of work glory; through the establishment of scholarships, national student loans, etc., students can feel deeply. The care and love from the country and society forms a stronger sense of responsibility, is always grateful, promotes the fulfillment of their responsibilities and the transmission of love, and brings gratitude to the future life, and can make more contributions to society. Give back to the society, achieve the transmission of love, and form a virtuous circle.

4.3.3. Inspirational culture. In the development of funding work, particular emphasis should be placed on an inspirational culture. "Combination of funding and development, combination of inspiration and empowerment, combination of management and education, and combination of learning and practice" as the principle, using project research and social practice as the carrier to encourage students from families with financial difficulties to carry out academic improvement and social practice, Academic research, employment and entrepreneurship, quality development and other public welfare projects. In this regard, in order to promote the in-depth penetration of inspirational culture in the funding work, the following methods are adopted: First, the transformation of funding forms, bid farewell to the traditional "giving-type", and transform to the "inspirational" and "enhanced" type, and promote the aided students Learn more about their own situation and inspire them to improve their practical ability, employability and entrepreneurial ability in an all-round way. The second is to commit to achieving students' material poverty alleviation, pay more attention to their spiritual poverty, and carry out special funding projects, which bring not only material funding, but also ideological and political education, advocacy and quality of public welfare activities to Guangda University students. Ability improvement.

4.3.4. Take ability development as the core. The multi-dimensional funding education model is an innovation to the traditional "material, less spiritual", focusing on ability training, especially self-cognition ability, learning ability, and innovation ability. It helps to change the shortcomings of the current model and promote the all-round development of students.

4.3.4.1 Self-cognition ability. Students with financial difficulties are often prone to inferiority complex due to material contrast, lack of self-confidence in interpersonal and social interaction, and cannot properly view personal strengths, but magnify their shortcomings, and suffer gains and losses for this. In this regard, colleges and universities are required to improve the cultivation of students' self-cognition ability and promote their mental health. Through mental health lectures, success reports, etc., combined with face-to-face psychological counseling, teacher-student communication, etc., promote poor students to get rid of unhealthy psychology, form a positive mental outlook, provide spiritual support, turn disadvantages into advantages, and enter the future The society lays a good foundation.

4.3.4.2 Learning ability. The learning ability of college students has its own unique connotation. There are differences in concepts between developmental funding and bottom-up funding. Therefore, developmental funding must not only protect the basic economic needs of students, but also integrate students' personal development in the funding process. For students, learning is not only a duty, but also a source of motivation for growth. In the era of knowledge economy, special attention should be paid to the cultivation of students' learning ability. This is not only the inherent need for the growth and development of students, but also the focus of developmental funding work and the inevitable demand for talents from the society. In this regard, in the process of granting student financial assistance, students are guided to put their learning in an important position. The content of learning includes not only professional knowledge and skills, efficient and scientific learning methods, but also moral character quality standards and social styles to behave in the world, so as to contribute to the future. Lay a solid foundation after working and entering the society.

4.3.4.3 Innovation ability. The cultivation of the innovation ability of poor students can help them to obtain economic returns through innovation. It also helps to
strengthen its confidence. For poor college students who are under financial pressure, their learning process usually puts a huge effort beyond other students. The cultivation of innovative ability shows multi-faceted characteristics and represents the comprehensive quality of students. At the same time, the deeds and learning experiences of these outstanding students will be publicized through various media. In order to enhance students' professional skills and knowledge, achieve the purpose of broadening their vision, promoting innovative thinking and promoting the cultivation of innovative talents.

5. CONCLUSION

Developmental funding is a brand-new concept of funding work. By learning from the funding experience of high-tech in developed countries, building a student development-oriented funding system, combining financial assistance with ability assistance and spiritual assistance, and realizing the transformation of poverty assistance from grant-oriented to inspiring-oriented. Financial aid can solve actual needs, system construction helps to promote the orderly development of work, cultural construction is the soul of the entire aid, and ability training can enhance students' abilities. Practice has proved that the developmental funding education system is an inevitable choice that conforms to the law of talent growth and the connotation of higher education.

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Talking About the Application and Development Trend of Artificial Intelligence and Parametric Design in Industrial Design

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Abstract: With the development of social economy, artificial intelligence technology has developed rapidly, and the application of artificial intelligence technology in industrial design has become a common phenomenon. Through the application of artificial intelligence technology, the efficiency and quality of industrial design have been greatly improved, which can improve the shortcomings of traditional design technology, coupled with the application advantages of parametric design, greatly improving the generation and modification of models. The speed has brought positive effects to promote the development of industrial design. This article will discuss the application and development trend of artificial intelligence and parametric design in industrial design.

Keywords: Artificial Intelligence; Parametric Design; Industrial Design; Development Trend

1. INTRODUCTION

Artificial intelligence is a technology that has developed rapidly in recent years. It has the characteristics of high efficiency and accuracy. Its application in industrial design can break the limitations of traditional technology, thereby effectively improving the level of design of industrial design. Artificial intelligence can not only enhance the efficiency of industrial design, but also stimulate designers' inspiration, prompting designers to liberate their productivity, and then bring new vitality to industrial design. According to the current application of artificial intelligence and parametric design, it is necessary to strengthen the research on its development trend, so as to promote the development of industrial design in a more scientific and stable direction.

2. APPLICATION OF ARTIFICIAL INTELLIGENCE AND PARAMETRIC DESIGN IN INDUSTRIAL DESIGN

There is an inseparable relationship between artificial intelligence and parametric design. The application of it in industrial design can break through the limitations of traditional technology, help to improve the production level of industrial design, and accelerate the innovation of industrial design. In this regard, it is necessary to strengthen the research on artificial intelligence and parametric design in order to give full play to its application advantages in industrial design:

2.1 Application of artificial intelligence technology in industrial design

At this stage, the development speed of artificial intelligence technology is rapid, and it also has a wide range of advantages in various industries. However, in industrial design, the application of artificial intelligence technology is not very extensive, resulting in many problems to be optimized in industrial design. Artificial intelligence technology has the characteristics of high efficiency and high precision, which can effectively stimulate the potential of designers and release the productivity of designers. Therefore, artificial intelligence technology is of great importance in industrial design [1].

First of all, the relevant data required for industrial design can be masterfully developed through artificial intelligence, and then the direction of industrial design can be determined through analysis and processing, so as to meet the needs of more users. In addition, artificial intelligence can predict the direction of future products, use WeChat, Weibo and other software to understand what changes have taken place in the user group, so as to provide decision-making suggestions for industrial design and ensure the scientific and rationality of industrial design decisions. Secondly, artificial intelligence can play a huge advantage in the sketch stage of industrial design. With the help of artificial intelligence technology, the sketch can be automatically optimized, prompting designers to make modifications based on the information collected by big data technology, which helps to improve design efficiency and quality. Third, artificial intelligence technology can expand the way of industrial design. With the help of artificial intelligence technology to build digital models, it greatly improves the intelligent level of industrial design, and then promotes the further development of industrial design. Fourth, artificial intelligence technology can be used in areas such as model checking, budget analysis, and real-time optimization in the production stage to ensure the optimality of the product leaving the factory, so as to avoid the adverse effects of creative modification [2].

2.2 Parametric design

Parametric design is to realize the graphics drive by changing the size of one part or several parts of the graphics. With this method, it can provide users with the convenience of modification, thereby effectively improving the efficiency of the design. Through the use of parametric design, industrial design realizes the optimization of past modification methods, which helps to improve the flexibility of design, and expands conceptual design, dynamic design, etc., and can reduce the workload of industrial design. Through parameterization, the design can realize a one-time investment, which can greatly...
reduce the cost and expenditure, while also ensuring the efficiency and quality of the work. In the application of parametric design in industrial design, targeted collocation can be formulated according to the actual needs of users, and the massive materials in the database can be used for collocation to meet the needs of different users. Parametric design can match materials into typography with aesthetic value, and then generate a poster that attracts users' attention, so as to enhance the focus of industrial design and achieve a balance between art and technology.

3. DEVELOPMENT TREND
With the development of science and technology, intelligent products have penetrated into people's daily lives, not only changing people's lifestyles, but also bringing about social and economic impacts. In order to better promote the development of industrial design, it is necessary to strengthen the exploration of the development trend of artificial intelligence technology and parametric design, so that it can realize more extensive applications, and thus lead the development of industrial design in a new direction. This article will discuss the development trend of artificial intelligence and parametric design:

Artificial intelligence technology has the advantage of automation, and its application in industrial design can give full play to its value, help liberate people's productivity, and encourage designers to liberate their creativity and return to the design field to promote industry Innovative development of design. Therefore, relevant technical personnel must strengthen the research on artificial intelligence technology and parametric design, and continuously improve the service and humanization of industrial design, so as to meet the actual needs of different users and provide a strong guarantee for the development of various activities. But at present, artificial intelligence technology and parametric design still have many shortcomings. Although they can replace people to complete some simple creations, they still need designers to stimulate their own creativity, coupled with the use of innovative thinking. Breaking the limitations brought by industrial design, prompting designers to get rid of fixed design thinking, thereby creating more valuable industrial products [3].

Therefore, designers need to open their eyes and continuously expand the application scope of artificial intelligence technology, apply artificial intelligence technology to the industrial field, and at the same time innovate their own design thinking to improve the overall level of industrial design. However, in actual work, many design processes still require humans to create through their own subjective consciousness, especially industrial design. Because of the content involved, the design difficulty coefficient is relatively high. Only by constantly improving artificial intelligence technology can it be close to humans. In order to complete more industrial design works for human beings. As for the future development trend of parametric design, it is also necessary to focus on the "human touch", reduce dependence on the new computer aesthetics, and improve innovation while ensuring the effect of use. This is a key consideration for every industrial designer. The problem.

4. CONCLUSION
With the advent of the era of big data, the rapid development of artificial intelligence technology and parametric design has brought some design problems while facilitating industrial design. As industrial design involves a lot of content, designers need to have professional abilities and literacy, and constantly strengthen the research on the development trend of artificial intelligence and parametric design.

In addition, it is necessary to strengthen the research on the development trend of artificial intelligence and parametric design, and further promote the innovation of industrial design, so as to achieve the improvement of the overall level of industrial design, and bring a positive impact on the liberation of designer productivity.

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The Two Big Mountains Before the Phenomenon of Slow Employment Need to Be Dealt with In the Context of The Post-Epidemic Situation--Postgraduate Entrance Examination in World War II and Introduction to The System

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Abstract: After the outbreak of the new crown pneumonia epidemic, the global economy has been affected, resulting in a sluggish domestic job market. The phenomenon of "slow employment" among recent college graduates has gradually increased. How to deal with the phenomenon of "slow employment" scientifically and reasonably has become a way to improve the quality of employment in colleges and universities, primary issue. This article analyzes and discusses the two "big mountains" before the "slow employment" phenomenon--"Postgraduate Entrance Exam World War II" and "introduction to the system".

Keywords: Slow Employment; Phenomenon; Postgraduate Entrance Examination For World War II; Rolling Into The System; College Employment; New Crown Pneumonia Epidemic

1.INTRODUCTION
At the beginning of 2020, the new crown pneumonia epidemic broke out all over the world, causing the economies of all countries in the world to decline. In the context of the post-epidemic job market recession, a group of "slow employment" has gradually emerged among recent graduates. "Slow employment" refers to the phenomenon that some college students do not immediately continue their studies after graduation, but temporarily choose to study abroad, support teaching, accompany their parents at home, or start a business investigation, and slowly consider the path of life. "Slow employment" can be positively "slow" but not negatively "slow", and even some students have changed from "slow employment" to "lazy employment"[1]. This part of the students succumbed to employment pressure or gnawed old capital and slapped "Temporarily give up employment under the banner of "slow employment". How colleges and universities can find countermeasures to the phenomenon of "slow employment", first of all, must reasonably deal with the two "big mountains" before the phenomenon of "slow employment"--"Postgraduate Entrance Exam World War II" and "introduction to the system".

2. THE FIRST "BIG MOUNTAIN"--"POSTGRADUATE ENTRANCE EXAM WORLD War II"
2.1 Analysis of the reasons for the increase of "Postgraduate Entrance Examinations in World War II" now
2.1.1 From a macro point of view, the society's level of demand for talents is constantly increasing at this stage. According to the survey, in the past five years, most positions in scientific research institutions, some R&D personnel and management positions in state-owned enterprises and private enterprises, have the minimum educational requirements to be upgraded to master's degree candidates, and some positions are even required to be doctoral candidates, and the new crown pneumonia epidemic Since then, the scope of such positions has continued to expand. This drove the vast majority of students to enter the university with the goal of "promoting higher education." For those students who failed the first postgraduate entrance examination, in order to improve their personal competitiveness in society in the future, they would choose the "postgraduate entrance examination in World War II".
2.1.2 From a micro point of view, the main reasons why college students choose "Postgraduate Entrance Examination WWII" at this stage are:
2.1.2.1 The influence of family education and the financial support of parents. With the development of the economy, my country has built a moderately prosperous society in 2020. At this stage, most families do not need their children to work immediately after graduation to share family expenses, and they can also provide financial support for students' "Postgraduate Entrance Examination for World War II" [2]. At the same time, most of the parents of students at this stage are born in the 70s and 80s, and they are more open-minded. They firmly believe that knowledge can change their destiny, and they have been educating their children in the same way since childhood.
2.1.2.2 The student's personal perseverance for further studies. At this stage, students mature later and prefer to like campus life and do not want to enter society prematurely. At the same time, some majors, such as liberal arts undergraduates, have too narrow employment opportunities and want to pass higher-level learning activities with higher levels of academic qualifications and abilities. There are also some students who do not have their own career plans, and they follow the trend for
postgraduate entrance examinations.

2.1.2.3 Individual students have insufficient knowledge of the overall employment situation, and even deviations. The students chose "Postgraduate Entrance Exam World War II" because their undergraduate qualifications do not match their idealized jobs, and even some students "do not make the difference between the high and the low." There are also some students who have a traditional concept of employment, yearning for work in state-owned enterprises, institutions, etc., and lack the spirit of pioneering and innovation.

2.2 Classification of "Postgraduate Entrance Exam WWII" students

Taking a science and engineering college as an example, through the investigation and analysis of the graduation destinations of the 2019 to 2021 graduates, it is concluded that:

2.2.1 Careful preparation and review for the first postgraduate entrance examination, invested a lot of time and energy, but because the goal is too high or the competition is too big, the adjustment failed, and regrettably fell off the list, after adjustment, participated in the "Postgraduate Entrance Exam World War II";

2.2.2 During the initial review of the postgraduate entrance examination, he was not serious, did not work hard, and the goal of the postgraduate entrance examination was not clear. However, after the postgraduate entrance examination failed, he realized the mistakes, revived, and worked hard to prepare to participate in the "postgraduate entrance examination World War II";

2.2.3 The review of the first postgraduate entrance examination is extremely inconscientious, and there is no clear plan for the future. Taking the postgraduate entrance examination is to follow the trend, under the banner of "postgraduate entrance examination", avoiding employment time and time again.

3. THE SECOND "BIG MOUNTAIN"-"ROLLING TOWARDS THE SYSTEM"

3.1 The macro reasons for the increase in the phenomenon of "involution into the system"

3.1.1 From a macro perspective, according to the results of the survey and analysis in the "Introduction to the System: The Impact of Epidemic Risks on University Students' Employment Values" [3], it can be concluded that due to the impact of the new crown pneumonia epidemic, students tend to stabilize employment. The idea of stable work is getting stronger. The survey shows that during the prevention and control of the new crown pneumonia epidemic, the higher the regional risk level of students, the higher the isolation experience level, the higher the importance of stability in choosing employment, and the more inclined to positions within the system, such as government agencies and public institutions.

3.1.2 From a macro perspective, my country’s employment competition exit mechanism and unemployment protection system are not perfect at this stage. At the same time, after the new crown pneumonia epidemic, many small and medium-sized enterprises are on the verge of bankruptcy. Unstable positions are also an objective factor that causes college students to "turn to the system".

3.2 The micro reasons for the increase in the phenomenon of "involution into the system"

3.2.1 From a microscopic point of view, the "iron rice bowl" has always been one of the most sought-after occupations in my country. Many students only have the goal of "iron rice bowl" work. Domestic college students generally lack a sense of multi-dimensional competition and a lack of social value measurement scales. Inclusiveness is the reason that causes students to "involve in the system."

3.2.2 From a micro perspective, many domestic private companies, including some of the top 500 companies, have too much work intensity, too few vacation breaks, and serious relevance between salary and performance, which also cause students to "like system involution".

4. COUNTERMEASURES AND SUGGESTIONS FOR THE TWO "BIG MOUNTAINS"

4.1 School assistance perspective

4.1.1 Focus on the education of employment values, help students set ambitious goals and build their own blueprint for future employment. Employment values education should be a full-course university education, and should not be limited to the senior grades. According to the different characteristics and needs of each grade, targeted employment guidance and assistance should be provided.

4.1.2 Reasonably construct a university career planning curriculum system, integrate it into students' ideological and political education, daily management, social practice and other activities, and incorporate career planning courses into student graduation requirements and teacher performance assessment.

4.1.3 Classify "slow employment" students reasonably, provide early guidance, establish an employment account, realize "one person, one file", arrange counselors, career planning course teachers, psychological counselors, professional tutors, etc. for one-on-one help help.

4.1.4 To do a good job of home-school linkage, the school should always communicate with the parents of students, and disseminate the current employment policies and information, as well as the future development prospects of professions and industries with parents, so that parents and children can establish a correct outlook on employment. Parents should also help their children to make reasonable plans for the future from the family, and help their children find jobs that suit them, rather than blindly supporting students to avoid employment.

4.2 Student's personal perspective

4.2.1 Make personal future career plans as early as possible, and establish lofty ideals and goals;

4.2.2 According to personal goals and plans, study and practice hard to enhance personal comprehensive competitiveness;

4.2.3 Before graduating from the senior year, you should dynamically adjust your goals according to your own development;

4.2.4 Rationally consider the relationship between "idealized" occupations and their own development at this
stage, and do not blindly pursue "idealized" occupations.
4.3 Family education perspective
4.3.1 Parents should avoid "achievement-only" in their children's education, and help children establish correct three views;
4.3.2 Parents should understand their children's personal interests and shortcomings, understand the current employment policy, and help children build their personal future plans;
4.3.3 Parents should not impose their personal goals on their children as their future development goals and respect their children's career choices.

REFERENCES
Syudy On the Situational Teaching Method Based on The Mixed Use of Online and Offline Teaching Mode

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Abstract: Situational teaching method is a typical simulative training teaching method, but the strict requirement of facilities and teachers have impeded its development and popularization. Introduction of online resources is an effective way to alleviate the constraints that offline situational teaching confronted. online-offline coordination is helpful to strengthen the flexibility, participation and openness of situational teaching.

Key Words: Situational Teaching Method; Online Teaching; Online-Offline Coordination

1.INTRODUCTION

Situational teaching method emerged from practice course in the 1980s. Different from traditional teaching method which focused on knowledge instruction, situational teaching conducted a student-centered learning way that teachers help students acquire knowledge through role-playing and process simulation. Situational teaching emphasized the importance of scene settings. Its basic view is that situation is an important and meaningful component of learning¹, so the ultimate objective of practical training is not make student master knowledge or skills in ideal conditions but make students be capable to apply what they learned in actual work. Thus, teachers must place students in specific situations to make them experience the impact of environmental changes on performance and find the way to deal with those possible changes. This open, initiative and participative teaching method is considered as an effective way to improve students’ capacity, creativity and collaboration. For that, in recent years, situational teaching method has been introduced into practice courses of multiple subjects as economics, psychology, management and other fields. However, the advantages of situational teaching are highly relied on the level of simulation. If there is insufficient resource to support the simulation process, the effect of situational teaching would be greatly reduced. Thus, in the early stage, the use of situational teaching method was confined to few experimental courses as clinical medicine, which required huge investment in equipment and professional teachers who were engaged in practical work. Now many discussions have attributed the poor teaching effect to the shortage of skilled teachers and teaching facilities. But in practice the resource constraints were difficult to break through, so now the popularization of situational teaching hit a real bottleneck. In fact, the improvement of teaching conditions are not limited to investment in facilities. Innovation of teaching means or integration of existing technologies could also produce some extra teaching resources.

2.LIMITATIONS OF OFFLINE MODE ON SITUATIONAL TEACHING

In most cases, the entire process of offline teaching is detached from the outside. So the teaching resources available are relatively limited in this closed environment. The limitations of teaching resources mainly come from three aspects.

2.1 Limitations of teaching facilities. Situational teaching method is an experiential teaching method which require teachers to create scene similar to the real business as much as possible. But for most colleges their financial conditions may not support them to purchase adequate facilities for situational teaching of multiple subjects. Moreover, certain practical scene related to uncontrollable factors as whether or cataclysm are difficult to be simulated in laboratory environment in terms of the constraints of place, technique, personnel and other matters. Thus, offline situational teaching are generally stuck in the level of process simulation rather than scene simulation.

2.2 Limitations of professional teachers. Situational teaching method put forward strict requirements for practical experience of teachers. It is hard to reproduce real business scene just by case learning or theoretical studies. Teachers without abundant practical working experience could hardly grasp the details and changes in work and then inaccurate evaluation of learning effect may arise. In fact, many colleges tried to enrich professional teaching staff by admitting part-time faculties, but the utilization efficiency have been sharply reduced by high time cost and economic cost. Therefore, more flexible teaching means are needed in situational teaching.

2.3 Limitations of teaching content. Situational teaching method tend to find a way to move the real business scene into the classroom, but traditional practical courses are generally based on the given scripts that derived from past cases which neglect the importance of randomness, diversity and flexibility in practice. Besides, the updating of textbook usually lag behind the technical progress, so imitation of fixed teaching scripts are unfavorable for students to find the potential problems.

3.ADVATAGES OF ONLINE MODE APPLIED IN SITUATIONAL TEACHING

ACADEMIC PUBLISHING HOUSE
Online teaching based on internet technology has become an important teaching means in college[3]. Compared with instruction on the spot, online teaching are more repeatable, economy and individualized[3]. Introduction of online service could effectively alleviate the resource constraints that offline situational teaching confronted.

3.1 Help in teaching preparation. Online service provide teachers with off-site learning opportunities which would greatly reduce the economic cost of training but increase the autonomy of time selection. Regular online study would help teachers to obtain rich materials and assistance for formulating teaching contents and that would make them follow the leading edge of industries. Meanwhile online resources are an important means for students to preview the simulation process and role position before lessons.

3.2 Help in teaching implementation. Although the network could not provide us with real teaching facilities but it would bring us massive information and live communication at low cost. Capturing the real time information when conducting situational teaching would increase the authenticity tremendously and that would also make students better understand the work in real business. Meanwhile, restrictions of time and place have been cast off with the help of online service and that could make off-campus teachers be better involved into the situational teaching.

3.3 Help for teaching effect evaluation. The effect evaluation of offline teaching was generally conducted by single teacher who taught the course. This kind of inner evaluation aimed at estimating students’ personal performance. But without comprehensive evaluation on content design, practicability and teachers performance, the evaluation of students’ personal capacity is not accurate enough. Online service provides a solution of multi-evaluation for external experts. Moreover, online service would also help teachers and experts to deliver the feedback to student in time so that they could revise the problems with fresh impression of simulation experience[4].

4. THE COMPLEMENTARY RELATIONSHIP BETWEEN ONLINE TEACHING AND OFFLINE TEACHING

Online teaching and offline teaching have different but complementary advantages when applied in situational teaching method. The mixed use of online mode and offline mode is helpful to make situational teaching achieve the best effect. But it should be emphasized that the combination are not the independent use nor alternate use of each mode. The ultimate goal of mixed use of online and offline teaching is to create a mutual promotion relation between the two modes. To achieve this goal, we should balance the use of two modes according to the following principles.

4.1 Clarify the function of online teaching and offline teaching. Situational teaching consider that hands-on practice is the most effective way of skill learning while the fundamental status of hands-on practice is irreplaceable. So the use of online teaching must serve practice training and teachers should give priority to the needs of offline teaching. For that, online teaching are more suitable for course preparation, content illustration, teaching evaluation and other parts that are not directly related to hand-on practice.

4.2 Track the frontier researches of online teaching. In general, online teaching is still in the exploratory stage and the complete teaching system of online mode has not been formed yet. To an extent, that is the potentialities of online teaching have not been fully explored. The advanced techniques such as virtual reality, artificial intelligence, remote control and other relevant technological progress would improve the online-offline coordination. Thus, in addition to facilities updating, both theoretical researches and practice studies on online teaching should be enhanced.

4.3 Attach importance to the feedback on teaching effect. Selection of teaching mode is ultimately determined by the teaching effect. In practice, the use of online or offline teaching mode is not absolute. Allocation of time on online teaching and offline teaching should be adjusted dynamically according to the feedback from both students and experts. So, it is essential to carry out regular estimation of teaching effect and then teachers must overall consider the students’ acceptance and professional suggestions from experts.

REFERENCE


Analysis On the Management of International Students from Zibo Vocational Institute Under the Background Of Double High Plan

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Abstract: In 2019, the Ministry of Education and the Ministry of Finance issued the Opinions on the Implementation of the Plan for High-level Higher Vocational Schools and Professional Construction with Chinese Characteristics (hereinafter referred to as the “Double High Plan”), which set specific requirements for higher vocational colleges to improve their internationalization level. With the in-depth implementation of the “Double High Plan”, the status and role of higher vocational colleges, serving as the education management of international students in China and being an important indicator of the internationalization level improvement of higher vocational colleges and the construction of “Double High”, has become increasingly prominent, and the research on this work needs to be strengthened urgently. Zibo Vocational Institute (hereinafter referred to as ZBVI), as the first batch of higher vocational colleges to be selected for the “Double High Plan”, started the work for international students in China relatively early, accumulated rich management experience, but also encountered many problems. It can be said that the problems encountered in the management of international students coming to China in ZBVI are representative of higher vocational colleges across the country. This article takes ZBVI as an example to discuss how to improve the educational management level of international students in China under the background of the “Double High Plan” to promote the construction of “Double High”, and provide useful reference for the province and even domestic counterparts.

Key Words: International Students; Education; Management

1. CURRENT RESEARCH STATUS AT HOME AND ABROAD

The education of international students in developed countries started early, and the countries that have done well include the United States, the United Kingdom, Germany, Australia, etc. After long-term exploration, they have formed a mature and complete management model, from the layered formulation of foreign student policies to the meticulous division of the management staff for foreign students involving all aspects of education, management, social services, and social influence. The education of foreign students in China started relatively late, and the education management of foreign students in higher vocational colleges started even later in higher education institutions, so the relevant research results of this course are not very rich. At present, domestic research on the education management of international students in higher vocational colleges mainly focuses on such aspects as cultural differences, communication methods, management systems, and cross-cultural management awareness. The research on the management of foreign students from higher vocational colleges in Shandong Province is still blank.

2. THE SITUATION OF INTERNATIONAL STUDENTS IN ZBVI

ZBVI started early in the education and management of international students. It obtained enrollment qualifications in 2005 and accepted long-term language students for the first time in 2010. It achieved a large-scale growth around 2015, with 150-200 students per year, and the level of education has expanded from pure language students to junior college degree students, with six majors including tourism, e-commerce, logistics management, and international business accepting academic students to join classes. Up to now, there are 142 students in the school, of which 69 are academic students. The international students in ZBVI have the following characteristics. First, from the point of their source countries, they are all from countries along the “Belt and Road” Initiative, mainly Central and Western Asia and Russian-speaking countries. Second, the gender ratio. Boys account for a relatively high proportion. Third, age distribution. Most of them are around 20 years old. Fourth, mother tongue. Most of them are from non-English speaking countries. Fifth, religious beliefs. Most believe in Islam. Sixth, language foundation. There is basically no Chinese learning experience. Seventh, learning categories. The majority of students were learning Chinese at the beginning of their enrollment and the number of students with academic qualifications has been increasing year by year.

3. PROBLEMS AND REASONS IN THE MANAGEMENT OF INTERNATIONAL STUDENTS IN CHINA

Since the beginning of education and management of international students, ZBVI has accumulated rich experience in daily management, classroom teaching, language training and cultural construction. However, there are still many problems and shortcomings, mainly in the following areas:

First, the management of enrollment. There are problems such as unsatisfactory enrollment quality, single enrollment channels, and insufficient enrollment publicity. At present, our school recruits international students mainly through international study agencies. However,
SOLVING THE PROBLEM

4. COUNTERMEASURES AND SUGGESTIONS ON administrators.

The "Double High Plan" made specific arrangements to promote the internationalization of higher vocational colleges and put forward specific tasks, including developing international professional standards and curriculum systems, introducing a batch of high-quality professional standards, curriculum standards and teaching resources with international influence, building an international brand of vocational education with Chinese characteristic, actively participating in the construction of the Belt and Road Initiative and global cooperation on production capacity, cultivating technical and skilled talents with global views, and promoting cultural exchanges between China and foreign countries. The plan points out the direction for our management of international students in China. Combining with the actual situation of ZBVI, suggestions have been put forward from the following aspects:

4.1 Enrollment management
First, improving admission criteria and strictly controlling the quality of the students. In line with the principle of putting quality before quantity, the profit-seeking mechanism should be avoided and the quality of student training should be put in the first place.

Second, broadening student enrollment promotion channels at various levels. We can design multilingual enrollment promotion videos and text materials. Besides, while making full use of existing enrollment channels, we can also strengthen connections with the city’s international sister cities, overseas Chinese, international educational institutions, etc., to broaden enrollment channels.

Third, building a professional management team and the management brand of ZBVI. Selecting a batch of excellent and full-time management personnel for international students referring to the standard of domestic advanced higher vocational colleges. It is also necessary to regularly select some personnel to study in those advanced higher vocational colleges, which can begin by learning the system, and finally building a professional management team and creating a brand of our school's international student management.

4.2 Teaching management
First, improving the training program and strengthening the English curriculum construction of high quality subjects with their characteristics.

Second, building an international faculty team. On the one hand, we should hire more full-time teachers, and on the other hand, we will revitalize the existing teachers and strengthen their training and cultivating.

Third, optimizing the teaching management and evaluation system. Through learning from the domestic advanced vocational colleges and well-known vocational colleges in Europe and America, we can refine and upgrade our school’s existing teaching management and evaluation system.

Fourth, establishing a sound management system and standardizing the implementation of the supervision process. Establishing a teaching management committee composed of college leaders, full-time teachers, full-time counselors and international students, responsible for improving the teaching management system and maintaining teaching order.

Fifth, enhancing students' subjective initiative and forming a self-supervision mechanism.

4.3 Daily management
First, enhancing administrators' cross-cultural awareness and improving the scientific management level. The advantages of China’s excellent traditional culture should be used to establish a cross-cultural exchange platform and a multi-dimensional ecological cultural system in the campus to achieve an ecology that combines the thought management, daily life management, teaching management and emergency management mechanisms of international students.

Second, building a student management information
platform and implementing centralized management. Specifically, we should establish and improve the management system of the international students, clarify the responsibilities of each management department and try to establish a collaborative management mechanism between universities and the outside world to innovate the management mechanism and form a joint force for the management of international students in China.

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Analysis Of The Status Quo Of Teaching Internship Support and Its Countermeasures--Taking Taishan University as An Example

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Abstract: The article first introduces the development of internship support teaching. Secondly, taking Taishan College as an example, it sorts out the problems faced by related work, and finally puts forward corresponding solutions based on the causes of the problems. I hope that each unit and department can shoulder their own needs. Have a more accurate understanding of the responsibilities of the internship, which helps in the orderly development of teaching internships.

Keywords: Educational Practice; Internship To Support Teaching; Duties Of Departments And Units

1. INTRODUCTION
In 2016, the Ministry of Education of my country issued corresponding opinions on the education practice of teachers majoring students. The opinions pointed out that in the context of continuous reform of teacher education work, the educational practice activities carried out by teachers majoring students have achieved more prominent results than in the past. However, there are still problems that need to be solved urgently. In order to enhance students’ innovative spirit, sense of responsibility and practical ability, the key is to optimize and upgrade the current educational practice model.

2. DEVELOPMENT OF INTERNSHIP SUPPORT
In 2016, the Shandong Provincial Department of Education and the Department of Finance issued corresponding guidance on how to carry out internship support work, requiring universities to organize model majors to go to primary and secondary schools for internship support, and the support teaching time should be 4 months or more. The promulgation of the guidance indicates that the internship support work has been promoted and implemented throughout the country. At this stage, most teachers’ colleges and universities in the region have put the work of education practice + internship support teaching on the agenda. This practice mode is not only conducive to the improvement of students’ professional ability, but also can solve the problem of backward education in rural areas to a certain extent. [1].

3. ANALYSIS OF THE STATUS QUO OF TEACHING INTERNSHIP IN TAISHAN UNIVERSITY
Taishan College’s first internship support work was carried out in 2010. In the past 12 years, more than 6,000 students from the college chose to go to Ningyang County, Feicheng, Taishan District and other counties and cities to conduct a semester in local primary and secondary schools. Support teaching work. Supporting students come from 14 majors, not only compulsory subjects such as English, history and chemistry, but also subjects that are important to the overall development of students, such as art, music and sports.

Facts have proved that the internship support has provided strong motivation support for the development of local basic education in Tai’an. The students who participated in the support education have significantly improved their abilities and literacy, and have now become a model of successful local cooperation in Tai’an. However, as the scope and scale of teaching support continue to expand, more and more problems are beginning to appear. For example, some support teaching students cannot complete teaching tasks independently; some support teaching students have poor obedience, and the internship unit has difficulty in managing the support teaching students.; Supporting teaching students’ majors are not consistent with the supporting teaching subjects; supporting teaching work intensity and workload are beyond the scope of the supporting teaching students; the housing environment provided by the internship unit is poor; the internship unit is unable to pay living expenses on time, which affects the life of the supporting teaching students; instructor The guidance provided is difficult to meet the needs of supporting students; when dealing with the problems raised by the supporting students, there is a lack of effective communication platforms between the school and the internship unit [2]. If the above problems are not resolved as soon as possible, it will not only cause the internship support to play its due role, but also have a negative impact on the local basic education.

4. HOW TO IMPROVE THE EFFICIENCY OF TEACHING INTERNSHIPS IN VARIOUS DEPARTMENTS
4.1 Townships
All towns and villages need to shoulder the following responsibilities: First, take the internship and support teaching as the foothold, summarize the needs of primary and secondary schools, and submit the demand plan to the Education Bureau in the form of a text. The second is to summarize the materials for the internship support to ensure that the relevant materials can be completely transferred to the relevant departments of the Education Bureau. The third is to implement a good living and working environment for supporting students.

4.2 Counties and Urban Areas
First, collect the needs of various townships for internship support education centers, organize the corresponding internship support education plans according to the needs
of the townships, and report the plans to the district education bureau. Second, according to the characteristics of each township and the needs of primary and secondary schools, combined with the demands put forward by the supporting students, they are allocated accordingly. Third, to ensure that the supporting students can get the corresponding living allowances. Fourth, in conjunction with the Academic Affairs Office of universities, formulate and implement corresponding solutions to the problems and causes of life and work raised by supporting students. Fifth, complete the evaluation of the internship support education within two weeks after the end of the internship support teaching work, and timely submit the evaluation materials involved in the internship support education to the regional education bureau.

4.3 District Education Bureau
The tasks that the Education Bureau needs to complete are as follows: first, it is to inquire about the needs of internship support education, obtain and summarize the corresponding demand plans by consulting the needs of the counties and districts, and then send the demand plan in duplicate to the University Education Department, Department of Education Teachers' Office. The second is to coordinate and resolve the contradictions between the county and urban education bureau and the school during the internship and support teaching period. The last is to implement the work of accrediting internship support teaching, and send the accredited materials to the academic affairs office of the university, and the academic affairs office will complete the follow-up work according to the material requirements.

4.4 Department of Education Teachers Office
Formulate the internship support program, supervise all departments and units to carry out internship support activities based on the work program to ensure that relevant work can be implemented. Coordinate education bureaus at all levels to scientifically recognize internship support. Promulgate guidance and development plans related to internship support, refine the work development process, and update the work leader every six months. When organizing the teaching resources test, open a green channel for students participating in teaching support.

4.5 Academic Affairs Office of Universities
Make a scientific connection between the supply of supporting students and the demand of local supporting education. On the basis of the demand plan proposed by the Education Bureau, we will allocate the first-time support students reasonably, and transfer the students to the subordinate units of the Education Bureau as soon as possible. Ensure that the supporting students can take up their posts and carry out teaching work according to the plan. Calculate and summarize the attendance rate of supporting students, and forward the summary results in text form to the district education bureau, the teacher's office of the Department of Education, and the secondary colleges to ensure that the above institutions can form a joint force. Through joint discussion, the commonality of the supporting students is proposed. Formulate corresponding solutions to the problem. Supervise the secondary colleges to solve the problems faced by the support students, and ensure that the support students can devote themselves to the daily teaching work, so that their value can be maximized.

4.6 Secondary colleges
The first is to organize support students to participate in pre-job training in advance to improve their professional abilities and comprehensive literacy, and to ensure that students have the ability to independently complete internship support tasks. The second is to provide relevant information for supporting students to the Academic Affairs Office to ensure that the information is complete and accurate. The third is to solve the study, life and work problems encountered by students during the internship and support teaching period. Fourth, the joint internship primary and secondary schools effectively coordinate the guidance work so as to cause unnecessary impact on the effect of supporting teaching internships.

4.7 Internship primary and secondary schools
Report to the relevant departments regularly about their needs for the internship support education. Organize supporting students to carry out teaching work, and implement management work in accordance with relevant systems. Solve the problems of study, work and life faced by supporting students. Adhere to a fair and objective attitude, evaluate their work based on the performance of supporting students, and report the evaluation data to the township.

5. CONCLUSION
Based on the education and teaching reform, this paper focuses on the problems related to the implementation of internship support for students. Taking Taishan College as a case, it focuses on the analysis of the main role of relevant departments and units in improving the efficiency of internship support, including townships, counties, districts, and education. The Bureau, Academic Affairs Office, etc., through the formation of a joint effort by all parties, build a comprehensive education support model, and promote the orderly development of this work.

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Construction Of Resource Base for Mohr Education Under the Background of Internet Plus

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Abstract: In recent years, with the continuous development of science and technology, Internet technology has been widely used. It innovates the content of entrepreneurship Mu class through scientific and technological means, enriches the construction of resource database, enriches the content of relevant Mu class education resource database, and meets the educational requirements. This paper analyzes the shortcomings of traditional entrepreneurship education, and gives the Countermeasures for the innovation of resource pool based on "Internet plus".
Key Words: Mu Class; Resource Library; Start A Business

1. INTRODUCTION
In the era of rapid development of Internet technology, many disadvantages of traditional education have also emerged. Online Moke teaching has replaced many traditional entrepreneurship classroom teaching because of its good teaching effect and teaching quality, and makes Moke content more scientific by constantly updating the content of resource database. Based on this, taking the "Internet plus" as the background, it is significant to innovate the resources of entrepreneurial mod.

2. DEVELOPMENT STATUS OF TRADITIONAL ENTREPRENEURSHIP EDUCATION COURSE RESOURCE BANK
2.1 The teaching content is too single
Entrepreneurship course is of great significance for students' Entrepreneurship and future development. Teachers can greatly improve students' employment adaptability and development ability through entrepreneurship knowledge teaching. However, with the development of the times, the traditional entrepreneurship education has obvious disadvantages. The content of entrepreneurship knowledge contained in it is relatively old, and the content in the teaching classroom is too single. It only explains the employment and independent entrepreneurship knowledge according to the professional content, rather than covering multiple fields. The traditional type of education explains the professional knowledge and entrepreneurship content according to the students' major. Although it can complete the teaching task within the specified time, the content is too single to enable students to fully understand the employment development direction and industry development prospect of their major. In traditional education, most of the information resources come from the educational resource database, and the contents in many resource databases are relatively old. Even the teaching resources 20 years ago are still in use, without any content innovation [1].

2.2 The resource library is used and fully open
As the key content of innovation and entrepreneurship education, entrepreneurship content resource database needs relevant teachers to search and sort out the information in the resource database before class, so as to ensure the normal development of teaching. However, in terms of the current use authority of the resource database, many teachers have no authority to download and use important teaching contents, which greatly affects the smooth progress of the teaching classroom. In Colleges and universities, the use and management authority is generally in the charge of teachers or relevant department directors. However, because many colleges and universities have not ordered entrepreneurial teaching resources, teachers are unable to download and obtain the teaching resources, resulting in the teaching contents in the classroom are too single and outdated. The content of teaching resources plays an important role in any discipline. Once the permission level of the resource base is too low to obtain entrepreneurial knowledge teaching resources, it will be difficult for teachers to innovate in the classroom, and students will not be able to learn entrepreneurial knowledge freely, which will affect the quality of the classroom and put forward entrepreneurial development problems for students' entrepreneurship to a certain extent.

3. Build a resource base for mob based on the Internet plus
3.1 Enrich the content of resource base
Nowadays, with the wide application of Internet technology, entrepreneurship education Mu class has attracted extensive attention. Especially in various colleges and universities, many teachers explain entrepreneurship knowledge to students through Internet technology and popularize knowledge for students according to various contents in Mu class resource database, Enable students to learn the entrepreneurial content of other majors while learning the entrepreneurial content of this major, and give students more opportunities to choose. Enriching the content of teaching resources repository is the key to promote the mod Education under the background of "Internet plus". The enrichment and enrichment of teaching resources can help teachers choose more teaching materials and extend the knowledge of the field according to the teaching profession, so that students can not only focus on the development of their professional career, but also create jobs. But all-round development. The content innovation
of entrepreneurship education resource base requires relevant education departments to continuously improve the sharing mechanism of teaching resources, add more types of teaching resources to the resource base and enrich the content of the resource base.

3.2 Manage the resource base with scientific management means

The application of Mu class teaching is of great significance to improve the classroom quality of entrepreneurship teaching. Mu class education is more suitable for today's era than traditional education. Its teaching resources and teaching methods promote the all-round development of students to a great extent. Under the background of "Internet plus", entrepreneurship mooring education can enable students to have more choices of entrepreneurship and employment, not just their own majors. When managing the resource database, we should pay attention to the use of scientific and reasonable management means, appropriately reduce the resource download authority, and further improve the control ability of teachers and colleges over the resource database, so that teachers can collect and download educational resources through the Internet during teaching, so as to improve the teaching efficiency of entrepreneurship classroom. Scientific resource database management needs to be carried out in accordance with the requirements of relevant education departments, rather than blindly reducing the threshold of resource content download. For unnecessary teaching resources, relevant managers should screen them and eliminate them from the download echelon [2].

3.3 Supplement resources according to different entrepreneurial needs

In the context of "Internet plus", the teaching of entrepreneurial model requires teachers to collect teaching materials from the resource pool, and organize the teaching materials into teaching materials to teach students entrepreneurial knowledge. In the resource database, there are great differences in various teaching contents and types. Each major has its own unique teaching methods and teaching contents. However, due to the continuous development and changes of the times, the relevant Muke resource database managers should regularly update and supplement the contents and constantly improve the teaching resources. So that teachers can impart more advanced entrepreneurial knowledge to students, so that students can accept more knowledge teaching and cultivate their comprehensive ability. The renewal of entrepreneurship education resources needs to supplement entrepreneurship and employment knowledge according to the different development prospects of each major. For medical majors and education majors, medical students can obtain teacher qualification certificates after graduation and teach students with their own medical knowledge. Students majoring in education can set up corresponding training institutions and hire relevant medical teachers to teach students professional knowledge. Therefore, it is of great significance to supplement the content of the resource base according to the different and common characteristics of each specialty, and managers should pay attention to it.

3.4 Speed up the update of Mu course content

The renewal of teaching resources in Muke education resource database is an important driving force to promote its development, because with the changes of the times, each specialty will have a broader development space, rather than limited to its own professional field. Accelerating the updating of the content of Moke resource database is the key to improving the quality of entrepreneurship education. Only when teachers teach students all kinds of new entrepreneurship knowledge, students can choose the direction of employment and entrepreneurship according to their own development needs, so as to prevent students from being unable to get employed because they have no goals after graduation. In the update of entrepreneurship knowledge Muke resource base, the corresponding background managers should supplement and update the resource content regularly and speed up the update speed. If it was one shift a week, it should be improved to two to three shifts a week to ensure the timeliness and scientificity of the resource content.

4. CONCLUSION

In short, the entrepreneurship education in the context of "Internet plus" is of great significance to the development of students, and it can provide students with broader employment space and employment options. Whether in professional or non professional fields, students can learn more about entrepreneurship and employment through the study of entrepreneurship knowledge, so that students can choose industries suitable for their own development for employment and entrepreneurship.

REFERENCE


The Development of Tourism Industry in The Areas Served by Universities and Colleges Oriented Towards the Upgrading of Cultural Tourism

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Abstract: The deep integration of culture and tourism industry is an important means to promote the innovation and optimal development of culture and tourism industry. Based on the requirements of high-quality development in the new era, higher requirements are put forward for the integrated development of the cultural and tourism industries. From the perspective of efficient service, the article explores the main methods and guarantee measures for the development of efficient services for the local tourism industry based on the goal of cultural tourism upgrading, aiming to clarify the impact of university services on the deep integration of local culture and tourism industry, and to serve universities Practical work organization and development provide guidance to promote the high-quality development of my country's cultural and tourism industry.

Keywords: Cultural Tourism Upgrade Goal Orientation; Tourism Industry; Efficient Service; High-Quality Development

1. INTRODUCTION
The integrated development of the cultural industry and the tourism industry is an important measure to promote the transformation and upgrading of the cultural industry and the tourism industry. Through the in-depth integration of the cultural industry and the tourism industry, local resources can be effectively integrated, new business forms, new models, and new entities with local characteristics can be created, and the market can be given new vitality. The superiority of universities in intelligence, technology, communication and other aspects determines that efficient services play an important role in the realization of cultural tourism upgrade goals. The following is the author's experience of efficiently serving the high-quality development of the local tourism industry, which is intended to be a source of inspiration.

2. ANALYSIS OF THE MAIN WAYS UNIVERSITIES SERVE THE DEVELOPMENT OF LOCAL TOURISM INDUSTRY
Based on social development and changes, the functions of universities have changed, and their importance in social and economic construction and development continues to increase. In addition to personnel training and scientific research in the new era, colleges and universities also need to actively participate in economic and social services, cultural inheritance, and civilization innovation. The cultural industry and tourism industry, as an important industry strongly supported and developed by our country, occupies an important position in the local economic and social construction [1]. Based on the close relationship between culture and tourism, the deep integration of culture and tourism industry has become an important measure for the transformation and upgrading of cultural tourism [2]. When colleges and universities serve the development of the local tourism industry, they should be guided by the goal of cultural tourism upgrading and use the following methods to promote the high-quality development of the regional tourism industry.

2.1 Serving the high-quality development of the local tourism industry by subject research: The intellectual advantage of universities determines that universities can conduct research on basic issues, hot issues, core issues, and professional issues in development when serving the development of the local tourism industry, giving objective, Scientific and comprehensive research results provide a reference for the solution of local tourism industry development problems. For example, during the integration and development of the cultural and tourism industry in the Wuling Mountain area, Jishou University has carried out 15 research projects on the development and protection of the old Sicheng ruins, which to a certain extent provides a large amount of data for the development and protection of the old Sicheng ruins to facilitate the handling of related issues And resolve.

2.2 Serving the high-quality development of the local tourism industry in the form of policy recommendations: In the context of the deep integration of culture and tourism industry, the development of local tourism industry involves many policy issues. Actively absorb opinions and suggestions from all parties, and have a positive impact on the high-quality development of the local tourism industry. As a place where the democratic parties, experts and scholars are relatively concentrated, colleges and universities are convenient for obtaining valuable suggestions and opinions. Therefore, colleges and universities can participate in local economic and social construction through policy suggestions, and provide a diversified, scientific, democratic, and comprehensive decision-making basis for local political decision-making.

2.3 Serving the high-quality development of the local tourism industry by means of event participation: Colleges and universities can participate in the development of the local tourism industry by virtue of their professional
advantages, so that local tourism products and activities have more national and local characteristics. For example, members of literature, aesthetics, cultural industry, new media, tourism management, etc. participate in the design of local tourism activities, integrating ethnic elements, art elements, and music elements to build tourism and cultural performance programs with local characteristics, and disseminate through television, radio, new media, etc., to increase the influence and dissemination of the program.

3. ANALYSIS OF GUARANTEE MEASURES FOR COLLEGES AND UNIVERSITIES TO SERVE THE DEVELOPMENT OF LOCAL TOURISM INDUSTRY

Colleges and universities serve the development of local tourism industry inseparable from the support of policies, systems, and platforms. Therefore, in order to ensure the effective performance of the service functions of colleges and universities, it is necessary to increase policy input, strengthen system construction, and accelerate platform construction.

3.1 Policy guarantee

Colleges and universities serve the development of local tourism industry need policy regulation, guidance and promotion. Therefore, government departments should, in accordance with the requirements for the integration and development of the cultural tourism industry, include colleges and universities serving the development of local tourism in the government work plan, clarify the responsibilities, rights, and obligations of colleges and universities, and ensure the standardized and scientific development of efficient services. At the same time, the government should strengthen the formulation of corresponding incentive policies for the service of universities, so as to mobilize the enthusiasm, initiative, innovation, and creativity of local universities to improve the quality and efficiency of universities. In addition, the transformation and upgrading process of the culture and tourism industry is a long-term and changing process. In order to ensure that universities participate in the integration and development of the cultural and tourism industry and better serve the construction of local tourism, it is necessary to establish a long-term mechanism to integrate the development of the tourism industry into universities. Promote the coordinated development of education and tourism in functions such as talent training, scientific inquiry, and cultural inheritance [3].

3.2 System guarantee

Due to the lack of service awareness and service system in some universities, the service effect is not satisfactory. Therefore, it is very important to strengthen the system. For example, by strengthening the construction of the ideological education system, improving the ideological understanding of the integration and development of the cultural and tourism industry among the party and non-party cadres in colleges and universities, improving the attitude and behavior of non-party talents in serving the development of the local tourism industry, and strengthening the ability of non-party talents to serve the development of the local tourism industry; by strengthening the construction of the incentive system, the enthusiasm and initiative of the intellectuals inside and outside the party, people without party affiliation, and other party affiliations in colleges and universities to participate in the construction of the local tourism industry will be enhanced to provide human support for the development of the local tourism industry.

3.3 Platform Guarantee

To a certain extent, colleges and universities serve the development of local tourism industry to provide intellectuals, cultural travel enthusiasts, and cultural travel researchers with a platform for self-worth improvement and realization, which is not only conducive to the construction and development of colleges and universities, but also conducive to the construction and development of local tourism industry. However, due to the lack of communication platforms with local governments, related enterprises, and related institutions in some universities, there is a lack of information. As a result, outstanding talents cannot be invested in the development of local tourism industry in the first time, which severely restricts their development in tourism and creativity in cultural tourism. To play an active role in the research and development of tourism system. At the same time, due to the lack of a service communication platform in some universities, staff members cannot communicate and solve problems in the first time when they encounter problems in serving the local tourism industry, which not only affects service progress and service quality, but also affects service emotions and service behaviors. Therefore, it is very important to build a platform for the development of local tourism industry with efficient service work.

4. CONCLUSION

Education and teaching, scientific research, social service, and cultural inheritance are the basic functions of universities. The social service function requires universities to actively participate in the construction and development of local economy and society, and give full play to their own advantages in talents, intelligence, resource integration, collaboration and communication, and promote innovations in local economic and social development systems and measures ensure the healthy, stable and rapid development of the local economy. Therefore, when serving the development of local tourism industry with the goal of cultural tourism upgrading as the guide, colleges and universities can promote the deep integration of culture and industry and promote the high-quality development of the local tourism industry by means of subject research, policy suggestions, and participation in activities. At the same time, in order to ensure the maximum effect of efficient services, guarantees should be provided in terms of policies, systems, and platforms.

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Cool Thinking After The Motor Class Craze In the Reform of Ideological and Political Theory Courses in Colleges and Universities

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Abstract: In the ideological and political theory courses of colleges and universities, the form of MOOC has been reformed and practiced for a long time. It has a positive impact and there are also some problems. Only by strengthening the thinking of the teaching form of "MOOC" can we master the curriculum reform Characteristics, and then formulate more scientific teaching goals. Therefore, it is necessary to continuously improve the teaching quality of ideological and political theory courses in colleges and universities, and consider whether the "MOC" form can achieve the goal of ideological and political teaching, so as to meet the needs of students for the knowledge of ideological and political theory. This article will discuss the cold thinking after the reform of ideological and political theory courses in colleges and universities.

Keywords: Mooc; Cold Thinking; Ideological And Political Theory Courses; Reform

1.INTRODUCTION
In recent years, "MO Classes" have developed rapidly, and their rise has a lot to do with the nature of the courses. For example, courses that focus on knowledge content, courses that do not have ideological properties, etc., can effectively improve teaching efficiency with the help of "MOOC". However, with the rise of the "moo class fever", some colleges and universities did not fully consider the characteristics and nature of the courses, blindly pursuing modern teaching concepts, which affected the substantial effects of course teaching. Under the reform of ideological and political theory courses in colleges and universities, teaching is mainly carried out in two modes: one is based on the "teaching" of teachers, and the other is based on the "learning" of students. The role of political education must maintain a clear and objective cognition, so as to promote the further development of "MOC" and finally realize the comprehensive reform of ideological and political teaching in colleges and universities.

2. DOES THE "MO CLASS" FORM FOLLOW THE LAW OF IDEOLOGICAL AND POLITICAL TEACHING IN COLLEGES AND UNIVERSITIES?
"MO Class" has the characteristics of high teaching efficiency, which can break the limitations of classroom teaching and help stimulate students' learning enthusiasm. However, "MO Class" also has a certain impact on the teaching of ideological and political courses in colleges and universities. The first is the teaching of ideological and political courses. The concept is inconsistent with modern educational technology, which has greatly impacted the positioning of ideological and political teaching in the past, causing curriculum teaching to face the problem of whether it is teacher-centered or student-centered. Secondly, the teaching form of "MO Class" is quite different from that of traditional ideological and political courses, which has brought a huge change to the teaching form of ideological and political courses. Third, the construction of the teaching team has also been greatly impacted, and we need to think about whether teachers need to develop in an all-round way or build a "three-in-one" teaching team[1].

At this stage, there are many problems in the practice of the "MOC" reform. How to effectively solve these problems is still in a state of uncertainty. In order to further recognize the "MOC" reform, more in-depth research and thinking are needed. According to the teaching situation of ideological and political courses, in order to effectively improve the quality and efficiency of teaching, we must fully grasp the characteristics of ideological and political teaching, strictly follow the laws of ideological and political teaching, understand the learning characteristics of students, and strengthen the relationship with students. Exchanges, establish a good teacher-student relationship, so as to create a good teaching atmosphere, promote students' ideological dynamics to be grasped in real time, and lay a good foundation for the development of ideological and political teaching. The teaching of ideological and political courses in colleges and universities should also follow this characteristic in terms of improving the effectiveness. Thinking about whether the "MOC" conforms to the law of ideological and political teaching, only by confirming this can the role of the "MOC" form be brought into play. According to the application of "MOC!", this teaching method does not conform to the law of ideological and political teaching, and it reduces the opportunities for face-to-face contact between teachers and students, which in turn affects the orderly development of ideological and political work in colleges and universities [2].

3. IS THE "MO CLASS" FORMAT CONDUCIVE TO ACHIEVING THE GOAL OF IDEOLOGICAL AND POLITICAL CURRICULUM TEACHING?
The main goals of the reform of ideological and political courses in colleges and universities are as follows: First, to improve the quality of teaching, meet the needs of students for theoretical knowledge learning, deepen students' impression of theoretical knowledge, and then play the role of ideological and political teaching. The second is to create a team of teachers that meets the
characteristics of the times, so that it can meet the needs of ideological and political teaching, so as to promote the development of ideological and political teaching in colleges and universities. To measure the success of teaching reform depends on these two goals, namely teaching effect and team building. Only by combining these two can the teaching reform be promoted and the further development of ideological and political education in colleges and universities be promoted.

First of all, "MO Class" does not conform to the law of ideological and political teaching in terms of ideological and political teaching effect, so it cannot effectively improve the overall effect of ideological and political teaching. The biggest feature of this teaching form is to use modern teaching methods to strengthen the relationship between teachers and students. Contact with each other to make face-to-face teaching contacts. For the ideological and political teaching work in colleges and universities, the "MO Class" form does not give full play to the value of the original teaching methods, and there are big defects in online teaching, such as the inability to realize the interaction between teachers and students, and it is not conducive to creating good teaching atmosphere and so on will affect the effect of ideological and political teaching. Although the "MO Class" format can achieve interaction, communication and questioning, in terms of classroom teaching effects, the "MO Class" format is still slightly inferior. It not only fails to regulate students' classroom behavior, but also reduces the sense of sacredness of classroom teaching. Therefore, it is most suitable to choose a teaching form that conforms to the law of ideological and political teaching. It is necessary to vigorously promote suitable teaching forms and not blindly pursue modern teaching concepts, which affects the effectiveness of teaching [3].

Secondly, from the perspective of building an ideological and political team, the application of the "MOC" form cannot bring positive effects, and there is almost no promotion effect. Under the application of "MOOC" teaching, ideological and political education in colleges and universities is often led by a small number of teachers. Some associate professors and teaching assistants can only become assistants to the lecturer, which brings work pressure to other teachers. Conducive to the establishment of a high-quality teaching team, resulting in an unreasonable structure of teachers, thus affecting the overall development of other teachers. Affected by the form of "MOOC", the motivation for the construction of the teaching team is not as good as before, which severely dissipates the teachers' enthusiasm for work and is not conducive to improving the overall level of ideological and political teaching in universities. At the same time, it also affects the cultivation of young teachers and is easy to undermine the ideological and political education of universities. The gradual and orderly nature of teaching eventually led to insufficient development of teachers and severely reduced the overall teaching ability of teachers. If a teacher does not have a complete teaching experience, he will not be able to stabilize his position in the construction of the team, which is not good for the construction of the ideological and political teaching team, and it does not conform to the law of ideological and political teaching in colleges and universities.

Third, the form of "MO Class" will also affect the changes in teacher input. According to teaching requirements, corresponding teacher resources will be invested. Under the application of "MO Class", teacher input is less, resulting in an unreasonable structure of teacher team building, which is ideological and political. Curriculum reform brings adverse effects. The reform of ideological and political courses has no positive effect on the construction of the teaching staff, so it cannot be an ideal choice for the reform of ideological and political teaching in colleges and universities.

4. CONCLUSION
With the development of the "MOC" form, the teaching of ideological and political courses in colleges and universities is facing new development challenges. How to use the "MOC" correctly is an important research topic. According to the law of ideological and political teaching courses, the form of "MOC" is not conducive to improving teaching effects and the construction of the teaching team. Therefore, it is unreasonable to vigorously promote the application of "MOC" in ideological and political teaching courses. However, many colleges and universities currently Did not realize this, which affected the development of ideological and political teaching reform in colleges and universities. In this regard, it is necessary to take the advantages and disadvantages of the "MO Class" teaching method seriously, apply it on the basis of the reform of ideological and political teaching, and retain the classroom teaching mode to meet the learning needs of students.

REFERENCES
Rethinking On Deepening the Research on The History of The Communist Party of China on The Basis of Social History

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Abstract: Under the new situation, as people continue to deepen the study of social history, the deepening of the study of the history of the Communist Party of China has begun to extend and develop towards a multi-dimensional perspective. In the process of communication and integration between social history and various disciplines, the scope of application is expanded, the research results are deepened, the degree of enrichment of materials, and the ideas based on social history are implemented. Research on the history of the Communist Party of China based on the current social history has received widespread attention and attention from the public. Only to further adapt to the needs of party history teaching, increase the intensity of propaganda, meet the needs of the audience, deepen reforms, and solve practical problems. Only then can we achieve long-term effective development under long-term planning.

Keywords: Social History; History Of The Communist Party Of China; Thinking

1. INTRODUCTION

After the academic thought of "deepening the study of party history based on social history" was presented in everyone's field of vision, it has received extensive attention from everyone. Many scholars evaluate major issues in the history of the Communist Party of China on the basis of subjective initiative, and relate them to the conditions of modern Chinese society [1]. The way to look at the history of the Communist Party of China from the perspective of social history, the scope of research is relatively narrow, and it is impossible to look at these issues from a holistic perspective. With the continuous deepening of social history research, both in content and methods, it is necessary to communicate and merge with various disciplines under a deep vision, and to implement extensions in the direction of diversification. In view of this, how to deepen the study of the history of the Communist Party of China?

2. DEEPEN THE RESEARCH ON THE HISTORY OF THE COMMUNIST PARTY OF CHINA BASED ON SOCIAL HISTORY AND RETHINK

2.1 Emancipate the mind and seek truth from facts

Social history is an important branch of history. In the course of inquiry, it needs to be organically blended with other disciplines, and the construction of relevance should be increased. From the perspective of sociology, the scope of the study should be continuously extended to enhance the practicality of research. value. To deepen party history based on social history requires not only certain achievements in the field of social life, but also a reasonable optimization method from the perspective of problems. Clarify the direction of goal construction, increase the theoretical deepening system, and maintain a certain depth and breadth. From the perspective of Marx, the causes of politics are all extended in all directions on the basis of economic reforms. Regardless of whether it is a political event or the social background of other events, it is necessary to make further overall planning and increase infrastructure based on sociology [2]. In other words, it is necessary to correctly face the original nature of history from a historical perspective. Based on sociology, effectively deepen the history of the Communist Party of China. On the one hand, it is to break through the original way of thinking and to organically integrate history and so on. On the other hand, Lin aims to increase Charlie, clarify the ins and outs of things, improve observation skills, and solve the problem of prejudice. The main purpose of this method is to restore the essence of history to the greatest extent based on seeking truth from facts, and present it in everyone's field of vision as a whole.

2.2 Adhere to a correct view of history

In the research process, at the very beginning, the question that needs to be considered is the history of Chinese society, and these content parts will be affected by many factors. In historical related content activities, it is necessary to observe social changes and the development and changes of the CCP based on the cultural and historical perspective. It is necessary to divide historical development according to stages, analyze the cultural inheritance of valuable assets, and conduct a comprehensive exploration of the activities inherited by the previous generation. To a large extent, party history research needs to accumulate experience in practice and adapt to socialist modernization. Important figures or events are used as opportunities, combined with party history education work to increase the intensity of propaganda. The history of the Communist Party of China also needs to rectify the complexity and direction of the party’s history on the basis of Marxist materialist history. From a historical perspective, take the Marxist historical materialism as the guiding ideology to maximize the display of social consciousness and give everyone real imagination. Construction. Under the concept of historical materialism, analyze the changes in world history and the laws of modern society, explore the scientificity and distinctiveness of them, find the unity of science and party spirit, improve political insight, and enhance
corresponding social acuity, Lay a good foundation for future sustainable development [3].

2.3 Inherit and carry forward Chinese traditional historiography

To study the history of the Communist Party of China on the basis of social history, it is necessary to make full use of the funds, materials and resources left over from history to maintain the effective inheritance of the content. While inheriting, it is necessary to reform historical activities and increase the historical activities of the Communist Party of China. The importance of the environment. When collecting Chinese historical data, it is necessary to ensure the methods and scientific theories to obtain. Many historical materials have played a great role and value in the course of practice, and maintained the objectivity and authenticity of the CCP’s history. In the course of practice, these various historical materials and archives need to increase the textual nature of history on the basis of gradual development, and implement the scientific spirit in the process of cost and development. When using party history materials, we need to pay attention to methods and we need to study the current social conditions in China. Whether it is revolution or reform, it is necessary to integrate the needs of the times, recognize the lack of understanding, and reduce the contradictions between the relations of productivity. In other words, it is necessary to reasonably discover the truth of history under the guidance of Marxist thought, to help everyone understand, which is conducive to the construction and development of future policies [4].

2.4 Realize the modernization of research methods

All personnel must establish a comprehensive research consciousness, apply the research results of history in the social field, focus on the research of literature and materials, supplemented by social surveys, realize the modern and effective construction of research methods, and provide a good foundation for subsequent development. Continue to expand the details and content of the research on the history of the Communist Party of China, and keep the content scientific and rich. In essence, the construction of any subject needs the guidance of theory and methods. Only when the history subject has matured to a certain height, can the meticulous content of the content be maintained, the corresponding historical outlook can be improved, and the development needs of different levels can be established. From the first level, it is mainly Marxist dialectical materialism. This part of the thinking is also based on the construction of my country’s sinicization theory. The subsequent construction of achievements is basically based on this content. The second level belongs to Marxist historical theory. The third level is the research methods and paradigms of the history of the Communist Party of China. In these contents, it is not only necessary to maintain standardization, but also to maintain the main body of the party history discipline with new special drugs, and increase the construction of contents and achievements. The modernization of research methods also needs to incorporate information content on the basis of three levels, enhance investigation and practice, and enhance persuasiveness.

3. CONCLUSION

With the progress of society, the development of society has also begun to extend to a diversified perspective. In a complex society, the history of the Chinese Communist Party needs to take knowledge and nourishment as its source, increase policy formulation, integrate social history, and consider factors such as social culture and economic organization. On the basis of deepening, get more inspiration, in practice, accept tasks and historical missions.

REFERENCES

Experience Generation and Logical Deduction: An Analysis of Two Construction Paths of Higher Education Theory

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Abstract: The main goal of higher education research is to pursue the systematization and theorization of higher education. The development of higher education promotes the development of higher education research and theory, and its construction path is mainly divided into experience generation and logical deduction. Starting from the theoretical analysis of higher education, this paper deeply discusses the construction of higher education theory, and further discusses the higher education theory, in order to provide reference for the scientific and reasonable construction of higher education theory.

Key Words: Higher Education; Theoretical Construction; Logical Deduction

1. INTRODUCTION

The complexity and multi-discipline of higher education make the theoretical construction of higher education with university as the main research object still not perfect. Therefore, it is necessary to pay attention to the multiculturalism and obvious differences of higher education, strengthen the research of de-centralization and multi-centralization, play the positive role of experience generation and logical deduction, and construct a more reasonable theoretical path of higher education.

2. THEORETICAL ANALYSIS OF HIGHER EDUCATION

The criterion of discipline independence lies in the research of internal consistency between normative theoretical research and logic. The focus of discipline construction lies in the study of theory, while the coherence of logic is related to technical terms. The objects of higher education have different names and cannot be agreed upon. In higher education, the common terms mainly include learning, teaching method and curriculum, and other terms such as disciplines, departments and tutors are also put forward, but there are still differences which make it difficult to construct higher education theories. Theory refers to the system of concepts and principles, as well as systematic and large-scale rational knowledge. Theories include values and principles of causality, classification of research objects and concepts, and effective summary of development stages of things. Theory includes logical reasoning and experience summary [1].

3. THEORETICAL CONSTRUCTION OF HIGHER EDUCATION

The essence of education lies in practice, and educational theory is mainly divided into experience generation and logical deduction. Experience generation and logical deduction complement and promote each other. From a certain point of view, higher education theory is more inclined to experience knowledge on the basis of educational practice.

3.1 Higher education theory based on experience generation

The theory of higher education based on experience generation comes from university leaders, which mainly includes basic goals, functions and model changes. University leaders are mainly composed of scholars and presidents who interpret the development of the university from the perspectives of disciplines and practice. Compared with the observation and analysis of scholars, the observation of university leaders is more in-depth and macroscopic, and their thinking on higher education is also more profound. The Ecology of Higher Education, founded by Chancellor Ashby of Cambridge University, believes that any university can be regarded as a product of environment and heredity. Ashby conducted effective analysis and research on universities from a biological perspective, thus concluding that universities are the products of environment and heredity. In ashby's concept, universities are like organic organisms that can evolve or even update or hybridization. German universities' emphasis on the integration of academic research and teaching helped to create research universities in the United States. Ashby made an in-depth survey of higher education in the United Kingdom and the United States and published relevant books, which had a profound impact on higher education in English-speaking countries.

University of California President Kerr put forward the concept of multi-giant university to break the traditional theory that teachers and students are a single community. There are administrator community, humanism community, natural scientist community and professional college community among the research groups of the multi-mega-university theory. At the same time, diversity also includes the diversification of management, which mainly includes the management modes of teachers, government and students. Universities are an integration of various communities and value cultures. Boyer, president of New York University, creatively proposed that academic activities mainly include discovery scholarship, application scholarship and teaching scholarship, and reconstructed and extended the scholarship. At the same time, put forward performance standards, academic proof and process reliability evaluation principle.

3.2 Generate higher education theory based on logical
deduction
The theories of higher education generated by logical deduction mainly include centralism, model and law. Pan Maoyuan proposed that education is the intermediary of human and social relations, which has become the most distinct law theory of logical deduction of higher education theory. Pan Maoyuan proposed in the function of education and human and society: the internal relationship of education mainly refers to the relationship between different elements within education, such as the relationship between education and society, and the development of education needs to meet and adapt to the development of society. The law of internal relation of education is affected by the external relation, so the external relation needs the law of internal relation of education to play a corresponding role. The use of external relations is the need to take the law of internal relations as the basic criteria, to the healthy growth of the education object as the main basis, Pan Maoyuan's law of internal and external relations will make full use of Marx's materialist dialectics. Ben-david uses the historical society research, carries on the effective analysis and the research to the world academic center and the higher education correlation, concludes: the higher education development to the world science center development plays the positive role. Altbach extends the Ben David center theory, thinks that there is an educational inequality between developed and developing countries, and puts forward the outlying center theory of higher education accordingly. Altbach believes that the inequality of the center and periphery of higher education mainly comes from the inequality of wealth and academia in the real world, and from the corresponding policy measures taken by developed countries to expand their influence, which makes the peripheral developing countries in the inferior position and low competitive influence in higher education. As a sociologist, Clark's research focuses on the reform of higher education management system, innovative universities and multidisciplinary methodology. His theoretical research focuses on the influence of government, academia and market factors on the development of higher education, and expands outward based on this. At the same time, Clark attaches importance to case studies, the main purpose of which is to carry out theoretical construction with practical significance. Martin Tero attaches importance to the study of the popularization of higher education, and puts forward that in the development of higher education, when the gross enrollment rate is lower than 12%, it is the elite education class; when the gross enrollment rate is greater than 12% and higher than 60%, it is the public class; when the gross enrollment rate is higher than 60%, it is the popularization stage. The division of three stages has become one of the most important contents in higher education research [2].

3.3 Theoretical discussion of higher education
With the development of higher education theory, new research theory emerges. Kerr argues that universities are contradictory identities with dual identities. Although there are many new research theories, we should pay attention to the future construction of higher education theories. Case has the advantage of practice in the education, but should pay attention to is that higher education can't just stop at the case analysis and research, on the choice of research methods and research tools, nor overly dependent on other disciplines, requires a reasonable reference for creative theory to build at the same time, through the comparison and analysis of the scientific and rational innovation perspective theory.

4.CONCLUSION
In a word, higher education is facing both opportunities and challenges at present. In modern higher education, universities are more representative of the Western tradition. China's higher education has a long development history, so it is more necessary to pay attention to case studies and creatively explain local concepts and theories on the basis of concepts and theories input based on the development goals of contemporary higher education, so as to make local knowledge more specific and theoretical.

REFERENCES
Some Understandings on The Attributes and Limits of Legal Method

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Abstract: In recent years, great achievements have been made in the study of legal methods, and the concept and nature of legal methods have basically reached a consensus. However, on the attribute of legal method, there have been disputes in the academic circles, and no unified opinions have been reached. In the process of summarizing and sorting out scholars' views on the nature of legal methods, this paper explains the attributes of legal methods. In addition, this paper puts forward the functional limit of legal method, which is conducive to prevent the abuse of legal method and better play its role in maintaining the rule of law.

Key Words: Law Method; Attribute; Function Limit

1. INTRODUCTION
With the development of social economy, the deepening of legal method research and the rise of legal hermeneutics, legal method has been endowed with new meanings since the beginning of the 21st century. The academic circles tend to define legal method more and more: legal method is judicial method, which is the method for judges to apply law, mainly including legal interpretation, legal discovery, legal reasoning, legal argument, loophole supplement, value measurement and other methods. The instrumental attribute of legal method and its practicality are both need to apply legal method to specific cases, and does not find the best solution for specific judicial cases, so as to realize the purpose of solving contradictions, with a certain degree of professionalism and technology. The legal method mainly discusses the relationship between general rules and specific cases, and does not find the best solution for specific judicial cases, so as to realize the purpose of maintaining the rule of law. Legal method is a means to solve practical judicial cases and realize the rule of law. The instrumental attribute of legal method and its practical attribute both need to apply legal method to specific judicial practice to play a role.

2. ATTRIBUTE ANALYSIS OF LEGAL METHODS
With the deepening of the academic research on legal methods, the nature of legal methods is controversial in the research of legal methods. As for the attribute of legal method, there have been some discussions in the academic circle, which are summarized as practicability, instrumentality and interactivity.

2.1 practical
Practicability is the most fundamental attribute of legal method. Practicability is the most obvious character of the whole legal discipline itself. From the concept of legal method, legal method is a kind of practical wisdom, with practicality. From the definition of legal method, legal method is the method of applying the law, is the specific legal professionals in the legal practice activities, to the actual life of a variety of specific legal issues, make the actual decisions and arrangements; From the perspective of the object of legal method research, the object of its research is judicial adjudication, which mainly discusses the relationship between general rules and case judgments, and finds out the appropriate way to solve cases. Its practicability is clear without words. However, for a long time, domestic research on legal method has ignored this point, often only pay attention to the study of legal method theory, but did not put it into practice. For example, the "ontological tendency" of legal method mainly refers to the research tendency of arbitrarily "elevating" a legal method, including other legal methods, and even considering this legal method as the most fundamental legal method, and constructing the legal method system with this legal method. This kind of "ontological" research can improve the theoretical level of this kind of legal method research, but also makes this kind of legal method more and more far from judicial practice, covering up the practice of legal method. Therefore, in order to solve the bottleneck of legal method in recent years, we must realize the practice orientation of legal method, take the "shape" road of legal method research, and strive to realize the combination of legal method and judicial practice, so as to reveal the practice character of legal method.

2.2 instrumental
"Method" refers to the way, step and means adopted to achieve a certain goal, which has the attribute of tool. As a kind of method, legal method must have the tool attribute of "method". Ge Hongyi believes that legal problems are ultimately a problem of using law to solve practical contradictions, and legal methods have become a method of using law to resolve contradictions, with a certain degree of professionalism and technology. The legal method mainly discusses the relationship between general rules and specific cases, and does not find the best solution for specific judicial cases, so as to realize the purpose of maintaining the rule of law. Legal method is a means to solve practical judicial cases and realize the rule of law. The instrumental attribute of legal method and its practical attribute both need to apply legal method to specific judicial practice to play a role.

2.3 interactivity
The interactivity of legal methods refers to the intersections and complementarities of legal methods. Legal method is a huge and closely linked system, any single legal method can not solve all legal problems. In the settlement of actual judicial cases, various legal methods tend to complement each other, and there will be cross-phenomenon among them.

Its multi-discipline. From the hierarchy of legal methods mentioned above, we can see that the content of legal methods is complex and complex, which seems to be a system of its own, but it is unified under legal methods. These seemingly numerous and independent approaches are not really independent, but cross each other. However, there is no limit to the scope of legal methods. For example, when legal interpretation is needed to solve judicial cases, a series of methods such as legal discovery, legal reasoning and loophole supplement will be used, and even the shadow of legal creation will be found in legal
interpretation when necessary. Complementary to each other. In simple cases, there may be only one legal method, such as legal discovery, to solve the problem. And sometimes in solving complex judicial cases, it is difficult to solve problems only by relying on a single legal method, and there must be two or three or even more legal methods to play a role in solving problems. For example, the case of Xu Ting. So far, there are still many disputes in Xu Ting's case, and the legal method is not well used in handling the case. Xu ting case specific case is complicated, if good use legal methods, the trial result may not cause much controversy, but I am afraid, single legal method for the case of reasonable judgment, must reasonable use legal discovery, legal interpretation, legal reasoning and methods of value, make its complement each other, support each other. To give the case the best possible treatment.

3. FUNCTIONAL LIMITS OF LEGAL METHODS

With the deepening of legal method research, its effectiveness is also constantly highlighted, so the rule of law is inseparable from the legal method, the rule of law without legal method, almost no distance from autocracy, even the rule of law may become a pretext for autocracy. So the legal method is of great significance to the maintenance of the rule of law. However, the use of legal method must be limited. Proper use of legal method can play its function of maintaining the rule of law, but improper use may destroy the rule of law.

3.1 The legal method cannot automatically maintain the rule of law

Mencius once said, 'A disciple of good is not enough to govern, and a disciple of law is not enough to govern himself.' Virtue alone is not enough to conduct the affairs of the state; law alone cannot make itself effectual. This suggests that any system, however perfectly formulated, does not work automatically and must depend on the implementation of the executor. This is true of any system in human history, let alone the legal method. Even if the content of the legal method is rich, the method is perfect, and the effect is powerful, without the executor to put it into practice, it cannot automatically solve judicial cases, nor can it automatically maintain the function of the rule of law.

3.2 Legal method cannot get the only correct answer

Legal method is a huge method system composed of legal interpretation, legal reasoning, legal discovery, legal argumentation, loophole supplement and value measurement. Under the same legal system, depending on different legal methods, there may be different answers. Therefore, under the same legal system, different answers may be obtained even if the same method is used to deal with cases. Riggs v. Palmer, for example. In Riggs Su Palmer case, in the case that the law does not clearly stipulate that if the heir kills the decedent, he will certainly lose the inheritance right, judge Gray and Judge Earle also used the method of legal interpretation to reach different answers. Gray, the judge argues that explain the intention of the law that should strictly abide by the provisions of the laws, because strictly abide by the existing law is a wise choice, the meaning of the existing law by the law itself is applicable to define, and the wills of the relevant law of New York did not appear ambiguous or vague, so there is no reason to abandon need not; El that explain the intention of the legislators, judge the intentions of legislators have significant influence on the actual regulations, the real intention of lawmakers, apparently, does not let the murderer inherit property, in order to follow the principle of fairness and justice, as a result, two judges of different verdict, but two decision who to who wrong don't know, Just choose the best verdict for society to solve this difficult case.

3.3 Legal method should not limit the arbitrariness of judges

The legal method can not realize the function of automatically maintaining the rule of law, it must rely on the legal person, and the legal person who directly uses the legal method to solve judicial cases must be the judge. These legal methods should be able to make judges have a plan for all cases and not be at a loss. However, these legal methods take the subjective initiative of judges as the starting point, so it is impossible to judge whether the subjective initiative of judges is restricted within the scope of the rule of law. In addition, the instrumental determines its legal method is a way to solve the judicial case, then the instrumental once misused, legal method will be the judge handling tools for points, then justice will not protect, more easy to cause the crisis of faith in the justice, therefore, if the use of legal methods is beyond the limits its function, the judge any play their subjective initiative, Then it will inevitably lead to the judge's arbitrary, so that the legal method becomes the cover of the judge's judicial despotism.

REFERENCES

Nonlinear Regression Model of Population Mobility and Epidemic Development

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2College of Artificial Intelligence, North China University of Science and Technology, Tangshan 063210, China;
*Corresponding Author.

Abstract: The outbreak of the COVID-19 epidemic has brought a heavy burden to the lives of everyone in the world. Based on this, this article aims to grasp the spread of the epidemic and suggestions for epidemic prevention and control. First, starting from the historical spatiotemporal information of suspected cases and the patient's attribute characteristics, determine the attribute factors that affect COVID-19 patients. Secondly, the AHP algorithm was used to determine the index weights of each attribute factor, and a disease index model based on AHP was established. Finally, through the index weights obtained by the model and the factor weights under the indexes analyzed by the rating scale method, a disease analysis model based on decision tree is established to determine the disease situation of suspected cases. After first, we randomly collected the population immigration, emigration rate and new cases of 20 cities before and after the Spring Festival in 2020, and found that the population immigration rate was always greater than the population emigration rate. The outflow rate is greater than the population inflow and outflow rates after the Spring Festival, and the number of new cases before the Spring Festival is more than that after the Spring Festival. Then, it was analyzed and found that ln (new cases) was roughly linearly correlated with the immigration rate of the population, thus establishing a nonlinear regression model of population flow and epidemic development before and after the Spring Festival. Finally, based on this, we will explore the current situation of the development of the epidemic.

Keywords: Decision tree; AHP; Nonlinear regression; Epidemic development

1. INTRODUCTION

The COVID-19 epidemic, which started in 2019, is a highly contagious virus. The obvious characteristics of infection are dyspnea, fever, cough, pneumonia, kidney failure, etc., and even death after severe infection. The outbreak of the new crown has brought great changes to people's lives. The measures introduced by the state on the outbreak of the new crown include reducing outdoor activities and gatherings. Therefore, in order to explore the impact of population mobility on the development of the epidemic, this paper establishes a nonlinear regression model of population mobility and epidemic development, and further explores the trend of epidemic development under population mobility.

2. EXPERIMENTAL

2.1 COVID-19 DISEASE EVALUATION MODEL BASED ON AHP AND DECISION TREE

In order to determine the prevalence of suspected cases, first, the attribute factors affecting the prevalence of COVID-19 were determined by querying data and analysis, and the tomographic analysis algorithm was used to determine the index weights of each attribute factor, that is, to establish an AHP-based disease index. Then, based on these indicators, use the rating scale to analyze the factor weights under these indicators, establish a disease analysis model based on a decision tree, and obtain the final prevalence of suspected cases. The key mathematical notations used in this paper are listed in Figure 1.

1. AHP-based disease index model

1) Determining attribute factors of suspected cases

The attribute factors that characterize confirmed and suspected cases involve the spatiotemporal information of patients and the attribute characteristics of patients, so we start from three aspects: space, time, and attribute characteristics of suspected patients, namely: attribute factors of suspected cases are represented by A, B, and C, and Analyze and determine the specific influencing factors under these three aspects.

By reviewing the literature and analyzing the current status of existing confirmed cases, it is found that in space, the attribute factors of suspected patients mainly include whether the patients are in urban or rural areas and whether they have been in close contact with overseas personnel. For the urban and rural indicators, since the main transmission route of the new crown is human-to-human contact infection, and the urban population is densely populated and the rural population is relatively sparse, the urban and rural populations are used as quantitative values for the two indicators of urban and rural areas. For indicators: whether there has been close contact with overseas personnel, the attribute factor of the suspected case is a logical variable. It is stipulated that the score weight of close contact is 1, and the score weight of non-contact is 0. In terms of time, the attribute factors of suspected patients were found to include the average daily time spent outdoors and the average daily stay time in the heavily infected area. In terms of attributes and characteristics of suspected patients, the influencing factors include: whether to purchase items in and around the heavily infected area (received), age, gender, body...
Step 2: Use the importance levels in the above table to compare and evaluate each two indicators respectively, the results obtained are highly subjective. In AHP, we weight obtained by direct and rough comparison of the factors among the indicators are relatively ambiguous, and weights obtained by direct and rough comparison of the two indicators, as shown in Table 1.

When there are multiple indicators in the system, the weights obtained by direct and rough comparison of the factors among the indicators are relatively ambiguous, and the results obtained are highly subjective. In AHP, we compare and evaluate each two indicators respectively, and judge the weight of each indicator according to the final comparison result, so as to obtain more accurate and reliable results. For quantitative analysis, we use 18 numbers of nine levels of AHP to compare the importance of the two indicators, as shown in Table 1.

Table 1 Nine-point scale and its definition

<table>
<thead>
<tr>
<th>Scale</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Indicates that the two factors are of equal importance</td>
</tr>
<tr>
<td>3</td>
<td>Indicates that compared to two factors, one factor is slightly more important than the other</td>
</tr>
<tr>
<td>5</td>
<td>Indicates that comparing two factors, one factor is significantly more important than the other</td>
</tr>
<tr>
<td>7</td>
<td>Indicates that compared to two factors, one factor is strongly more important than the other</td>
</tr>
<tr>
<td>9</td>
<td>Indicates that two factors are compared, one factor is extremely important than the other</td>
</tr>
<tr>
<td>2, 4</td>
<td>The median of the above two adjacent judgments</td>
</tr>
<tr>
<td>6, 8</td>
<td>Reop judgments</td>
</tr>
<tr>
<td>1/3</td>
<td>A is compared to B if the scale is 3, then B is recalled</td>
</tr>
</tbody>
</table>

Step 2: Use the importance levels in the above table to compare the three indicators of space factor, time factor and self factor for \( C^2 = 3 \) times of quantitative comparison, give the corresponding scale, and establish a judgment matrix \( M \). Let each layer have \( n \) factors \( x_i = (x_1, \ldots, x_n) \) \( (n = 3) \), then this matrix is a square matrix of \( i \times j \) \( (i,j = 3) \), then the corresponding elements of the matrix are \( m_{ij} = m_{ij} > 0, m_{ij} \times m_{ij} = 1 \), where

\[
m_{ij} = \text{the importance of } i \text{ compared to } j
\]

The indicators are compared pairwise according to the degree of importance, and \( m_{jk} = m_{ij} \times m_{jk} \) \( (1 \leq i, j, k \leq 3) \), take the scale of 1–9, and generate a pairwise comparison matrix \( M \), where the calculation formula of \( M \) is as follows:

\[
M = (m_{ij})_{n \times n} = \begin{pmatrix}
m_{11} & \cdots & m_{1n} \\
\vdots & \ddots & \vdots \\
m_{n1} & \cdots & m_{nn}
\end{pmatrix}
\]

Find the judgment matrix of the attribute factor, and put the M matrix into Table 2:

Table 2 Judgment matrix of attribute factors

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1</td>
<td>1/3</td>
<td>1/7</td>
</tr>
<tr>
<td>B</td>
<td>3</td>
<td>1</td>
<td>1/5</td>
</tr>
<tr>
<td>C</td>
<td>7</td>
<td>5</td>
<td>1</td>
</tr>
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</table>

Step 3: Detect the degree of deviation between the judgment matrix and the consistency matrix, (remember \( \lambda_{\text{max}} \) as the largest eigenvalue of the judgment matrix, \( n \) is the order of the judgment matrix), calculate the consistency index \( CI \), and calculate the consistency ratio \( CR \), \( CR = 0.0624 \), and \( A \), The weights of the three indicators B and C are shown in Table 3.

\[
CI = \frac{\lambda_{\text{max}} - n}{n - 1}
\]

\[
CR = \frac{CI}{RI}
\]

Table 3 Attribute factor weights

<table>
<thead>
<tr>
<th></th>
<th>Arithmetic mean</th>
<th>Geometric mean</th>
<th>Eigenvector method</th>
<th>Average value</th>
</tr>
</thead>
<tbody>
<tr>
<td>space</td>
<td>0.0833</td>
<td>0.0810</td>
<td>0.0810</td>
<td>0.0618</td>
</tr>
<tr>
<td>time</td>
<td>0.1932</td>
<td>0.1884</td>
<td>0.1884</td>
<td>0.1900</td>
</tr>
<tr>
<td>Human Factors</td>
<td>0.7235</td>
<td>0.7306</td>
<td>0.7306</td>
<td>0.7282</td>
</tr>
</tbody>
</table>

From the test results shown in the above table, we can see that the consistency ratio is: \( CR = 0.0624 < 0.1 \). The test is passed, and its normalized eigenvector can be used as the weight vector.

2. Decision tree-based diagnosis model for disease status.

Step 1: Determine all the indicators of the suspected patient. From 1) and Figure 1, it can be seen that the indicators affecting the suspected disease are carried out from three aspects: spatial factors, time factors and self factors. The impact indicators of spatial factors are urban and rural areas and whether they are in close contact with overseas personnel, and the impact indicators of time factors are the average daily outdoor activity time and the stay time in the more severely infected area.

Step 2: According to 1), the characteristics of suspected case indicators based on AHP

Step 3: Detect the degree of deviation between the judgment matrix and the consistency matrix, (remember \( \lambda_{\text{max}} \) as the largest eigenvalue of the judgment matrix, \( n \) is the order of the judgment matrix), calculate the consistency index \( CI \), and calculate the consistency ratio \( CR \), \( CR = 0.0624 \), and \( A \), The weights of the three indicators B and C are shown in Table 3.

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</tr>
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Step2: Quantification of indicators. By collecting and analyzing literature, and using rating scales as rating weights.

Figure 2 Decision tree
(1) At the spatial level. The factor that determines whether the patient is located in urban or rural areas is the number of population, because the urban population is relatively more mobile, and the rural population is less exposed, that is, the population number is used as a quantitative indicator for urban and rural areas. Taking Shaanxi Province, which is currently the most severely affected by the epidemic in China, as an example, the urban population and rural population of Shaanxi Province are: 2246 and 1618, respectively, that is, the urban scoring weight is 0.58, and the rural scoring weight is 0.42.

(2) In the time dimension. Analysis of the daily outdoor activity time $B_1$, the more serious infection and the activity time $B_2$ in the surrounding areas, during the epidemic prevention period, the outdoor activity time is generally 2~3 hours suitable [1], so the rating scale for the daily outdoor activity time is $\{x = 1$ grade: $B_1 < 2h; x = 2$ grade: $2h < B_1 < 3h; x = 3$ grade: $B_1 > 3h\}$, since the personal itinerary code is critical for 4 hours, this measure is used as the infection ratio. Criticality of activity time in severe and surrounding areas, namely: $\{1$ grade: $B_2 < 4h; 2$ grade: $B_2 = 4h; 3$ grade: $B_2 > 4h\}$.

Figure 3 Illness results of suspected cases
(3) At the level of its own factors. Due to the different resistance of people of different age groups, the infection rate of people of different age groups is different in the face of the attack of the new crown virus. According to the authoritative data of the US CDC on October 4, more than 50% of the infected people in the United States are 18-50 years old. The overall mortality rate is 2.8%, and the mortality rate among 18-50-year-olds exceeds 3%; although the mortality rate is high for those over 60 years old, the infection rate does not seem to be much [2]. The elderly and the elderly are used as rating scales. That is: $1$ grade: $C_1 > 60$ age; $2$ grade: $C_1 < 18$ age; $3$ grade: $45 \leq C_1 \leq 60$ age; $4$ grade: $18 \leq C_1 \leq 44$ age; since the ratio of male to female infection rate is 1.06:1, so the male infected score is: $1.06/(1.06 + 1) = 0.515$, the female infected score is: $1/(1.06 + 1) = 0.485$; the normal body temperature is 37.2, so it is stipulated $0$ grade: $C_4 \leq 37.2$; $1$ grade: $C_4 > 37.2$; Under the new guidelines for wearing masks, the key occupational groups include those who are imported from abroad and those in high-risk positions of pollution, medical institution staff, and public place service personnel [3], which stipulates $\{1$ grade: $C_3 =$ public service personnel; $2$ grade: $C_3 =$ medical institution staff; $3$ grade: overseas import and pollution transmission high-risk staff$\}; the symptoms of suspected personnel include mild and severe symptoms, and mild symptoms mainly refer to fever, fatigue, dry cough, shortness of breath, sore throat, loss of taste and smell, angina pectoris, nausea and vomiting, abdominal pain, rapid heartbeat, dizziness, profuse sweating; severe mainly refers to acute respiratory distress syndrome, septic shock, metabolic acid that is difficult to correct Poisoning, coagulation dysfunction and lead to pneumonia, renal failure. A rating scale that uses quantity as a symptom, for example, if a person has two symptoms of fatigue and dry cough, the weight of the symptom score is 2, and so on. Since the infection rate of vaccination is less than 1 in 10,000, it is stipulated that the scoring weight of vaccination is 0, and the scoring weight of unvaccinated is 1, and because $C_7$: whether to purchase items in and around the more serious area is a logical variable, and it is stipulated that Purchased ratings have a weight of 1, and unpurchased ratings have a weight of 0.

Step3: Establish a disease judgment model based on decision tree. Through the calculation of the above steps, a decision tree of the disease situation is constructed. As shown in Figure 2, in the decision to determine the disease situation, first, determine the index and weight that affect the suspected disease, the weight value is obtained through the disease index model based on AHP, and then analyze the attribute factors under the index, through scoring Scale to specify the weight of each attribute factor, and then the suspected disease score can be obtained, as shown in Figure 3, and the person with the largest score is defined as the high probability disease patient. Finally, the decision tree model can determine a person's disease. Disease probability, that is, to determine the suspected prevalence of a person. As shown in Figure 3, first, in Figure 2, the scores of the attribute factors are minimized,
and then multiplied by the weights of the corresponding indicators to obtain a final disease score of 2.23, and secondly, the score weights of the attribute factors are maximized, and also multiply the weight of the corresponding index to obtain the maximum value of the disease score, namely: 25. Finally, the scores from 2.23 to 25 were divided into three equal parts, and the smaller score was regarded as the small probability score, and the larger score was the high probability score. Therefore, the score range of small, medium and high probability of suspected disease was obtained.

2.2 EPIDEMIC DEVELOPMENT MODEL BASED ON NONLINEAR REGRESSION

1. Characteristic analysis of population mobility

Since this epidemic broke out in December 2019, we randomly collected the population changes of 20 cities before and after the Spring Festival in 2020 and the changes of new diseases before and after the Spring Festival, as shown in Figure 4, the distribution of the provinces where the 20 cities are located is clearly seen in Figure 4. The red column represents the proportion of the inbound population, the green column represents the proportion of the emigrant population, and the figure on the left shows the 20 years before the Spring Festival. The distribution of each city, the proportion of in-migrant population and the proportion of emigrated population are compared. The figure on the right shows the distribution of the 20 cities after the Spring Festival, the comparison of the proportion of inbound and outbound populations. After the Spring Festival, the red column is higher than the green column, that is, the inflow population is always more than the outgoing population, and then it is found that the height of the right column is smaller than the height of the left column, that is, the epidemic broke out before the Spring Festival. Through the intervention of national policies and epidemic prevention and control measures, the population in and out rate after the Spring Festival is significantly lower than that before the Spring Festival. Similarly, the blue part in Figure 5 is the proportion of new cases before the Spring Festival. The gray part is the proportion of new COVID-19 cases after the Spring Festival. The comparison clearly shows that the epidemic prevention and control policy has been implemented in real time.

By analyzing Figure 4, it is found that the proportion of new patients is not simply linearly related to the immigration and emigration rates. Therefore, the logarithm of the proportion of new patients and the square of the proportion of emigration and emigration are further taken. It is found that at this time The ln (new ratio) of, has a linear relationship with the immigration ratio 2, that is: when the in-migrant population of a city increases, the risk of infection in the city will increase, and the number of new cases will increase, which is consistent with the in fact, it can be seen that ln (new ratio) and the square of the immigration ratio are roughly linear at this time, as shown in Figure 6, and a model of population flow and epidemic development based on nonlinear regression is established. See 3.3. 2 for details.

2. Establishment of Nonlinear Regression Model of Population Movement and Epidemic Development.

Because the important manifestation of population flow is the in-migration and emigration of a city, and the important manifestation of the epidemic is the number of new COVID-19 patients in the city [4]. The influence coefficients of population and emigration population on new COVID-19 patients respectively, namely: establish a
linear regression model of ln (new cases) and the square of the proportion of immigration and the square of the proportion of emigration, and because the outbreak in Wuhan coincided with the Spring Festival, we explored the relationship between new cases before and after the Spring Festival and immigration and emigration, which confirmed the current situation of population mobility. The source of this epidemic is Wuhan City, which is in December. Due to the timeliness of national policies, Wuhan City has completed the measures to close the city before the Spring Festival. Therefore, when selecting samples, Wuhan City was excluded and randomly selected 20 cities as a research sample.

1) The regression model before the Spring Festival in 2020.

Step1: Assume that {x}_1 and {x}_2 are the square of the proportion of the immigrant population and the square of the proportion of the immigrant population, and y is the proportion of new patients with new crowns, and the following nonlinear relationship is satisfied:

\[
\ln y = \beta_1 x_1 + \beta_2 x_2 + \mu_i
\]  

(5)

Among them, \( \beta_1, \beta_2 \) are the regression coefficients of immigration and emigration, respectively, \( \mu_i \) is an unpredictable disturbance term that meets certain conditions, and the predicted value is

\[
\hat{y}_i = \hat{\beta}_1 + \hat{\beta}_2 x_i
\]  

(6)

The formula for solving the regression coefficient is as follows, we call \( \hat{\mu}_i = y_i - \hat{\beta}_1 - \hat{\beta}_2 x_i \) the residual [5];

\[
\hat{\beta}_1, \hat{\beta}_2 = \arg \min_{\beta_1, \beta_2} \left[ \sum_{i=1}^{n} (y_i - \hat{\beta}_1 - \hat{\beta}_2 x_i)^2 \right]
\]  

(7)

\[
\hat{\beta}_1, \hat{\beta}_2 = \arg \min_{\hat{\beta}_1, \hat{\beta}_2} \sum_{i=1}^{n} (\hat{\mu}_i)^2
\]  

(8)

Step2: Then the regression coefficients before these two variables are tested for joint significance: the value of \( R^2 \) is 0.523, the statistic value of the F test is 9.853, and \( P=0.001<0.01 \), as shown in Tables 4 and 5, so in 99 The null hypothesis is rejected at the significance level of %, that is: \( \beta_1 \) and \( \beta_2 \) are not all 0.

Table 4 Model summary

<table>
<thead>
<tr>
<th>R</th>
<th>R^2</th>
<th>Adjusted R^2</th>
<th>Standard Estimation</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.740</td>
<td>0.548</td>
<td>0.495</td>
<td>0.0763408</td>
</tr>
</tbody>
</table>

Table 5 ANOVA

<table>
<thead>
<tr>
<th>Mo del</th>
<th>sum of square</th>
<th>degrees of freedom</th>
<th>mean square</th>
<th>F</th>
<th>Sali ence</th>
</tr>
</thead>
<tbody>
<tr>
<td>return</td>
<td>0.120</td>
<td>2</td>
<td>0.060</td>
<td>10.312</td>
<td>0.001</td>
</tr>
<tr>
<td>residual</td>
<td>0.099</td>
<td>17</td>
<td>0.006</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>total</td>
<td>0.219</td>
<td>19</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Step3: Use SPSS software to regress the multivariate nonlinear regression model established above. The results are shown in Table 6. The results show that the coefficients of {x}_1 and {x}_2 are 0.088 and -0.126, respectively, and the value of the disturbance term \( \mu_i \) is -0.212. The nonlinear regression equation is obtained, as in formula (9), where the T statistics corresponding to \( x_1 \) and \( x_2 \) are 4.398 and -4.306, and their P values are all less than 0.01. It can be seen that at the significance level of 0.01, the null hypothesis is rejected, and the two are considered to explain the dependent variable respectively.

\[
\ln y = -0.212 + 0.088 x_1 - 0.126 x_2^2
\]  

(9)

The effect is significant, that is, the increase in the number of immigrants will aggravate the infection of the new crown in the city, the increase in the number of immigrants will reduce the infection of the new crown in the city, and the impact of the immigrant population is more significant than that of the immigrant population.

Table 6 Regression results of new cases

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized coefficient</th>
<th>standardized coefficient</th>
<th>t</th>
<th>salience</th>
</tr>
</thead>
<tbody>
<tr>
<td>(constant)</td>
<td>0.212</td>
<td>0.03</td>
<td>-</td>
<td>6.871</td>
</tr>
<tr>
<td>x_1</td>
<td>0.088</td>
<td>0.020</td>
<td>1.317</td>
<td>4.398</td>
</tr>
<tr>
<td>x_2</td>
<td>-0.126</td>
<td>0.029</td>
<td>-1.290</td>
<td>-4.306</td>
</tr>
</tbody>
</table>

2) The regression model after the Spring Festival in 2020.

In the same way, use the 20 cities to find the model after the Spring Festival according to the above steps, that is, the nonlinear regression model from February 17 to March 4.

Step1: Assume that \( x_1 \) and \( x_2 \) are the square of the proportion of the immigrant population and the square of the proportion of the immigrant population, and y is the proportion of new patients with new crowns, and the following nonlinear relationship is satisfied:

\[
\ln y = \beta_1 x_1 + \beta_2 x_2 + \mu_i
\]  

(10)

Among them, \( \beta_1, \beta_2 \) are the regression coefficients of immigration and emigration, respectively, \( \mu_i \) is an unpredictable disturbance term that meets certain conditions, and the predicted value is

\[
\hat{y}_i = \hat{\beta}_1 + \hat{\beta}_2 x_i
\]  

(11)

The formula for solving the regression coefficient is as follows, we call \( \hat{\mu}_i = y_i - \hat{\beta}_1 - \hat{\beta}_2 x_i \) the residual error;

\[
\hat{\beta}_1, \hat{\beta}_2 = \arg \min_{\beta_1, \beta_2} \left[ \sum_{i=1}^{n} (y_i - \hat{\beta}_1 - \hat{\beta}_2 x_i)^2 \right]
\]  

(12)

\[
\hat{\beta}_1, \hat{\beta}_2 = \arg \min_{\hat{\beta}_1, \hat{\beta}_2} \sum_{i=1}^{n} (\hat{\mu}_i)^2
\]  

(13)

Step2: Then the regression coefficients before these two variables are tested for joint significance: the value of \( R^2 \) is 0.348, the statistic value of the F test is 4.531, and \( P=0.001<0.01 \), as shown in Tables 7 and 8, so in 99 The null hypothesis is rejected at the significance level of %, that is: \( \beta_1 \) and \( \beta_2 \) are not all 0.

Table 7 Model summary

<table>
<thead>
<tr>
<th>R</th>
<th>R^2</th>
<th>Adjusted R^2</th>
<th>Standard Estimation</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.590</td>
<td>0.348</td>
<td>0.271</td>
<td>0.87646</td>
</tr>
</tbody>
</table>

Table 8 ANOVA

<table>
<thead>
<tr>
<th>Mo del</th>
<th>sum of square</th>
<th>degrees of freedom</th>
<th>mean square</th>
<th>F</th>
<th>Sali ence</th>
</tr>
</thead>
<tbody>
<tr>
<td>return</td>
<td>13.924</td>
<td>2</td>
<td>6.962</td>
<td>4.531</td>
<td>0.001</td>
</tr>
<tr>
<td>residual</td>
<td>13.059</td>
<td>17</td>
<td>0.768</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>total</td>
<td>26.983</td>
<td>19</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Step3: Use SPSS software to regress the multivariate nonlinear regression model established above. The results are shown in Table 9. The results show that the
coefficients of $x_1$ and $x_2$ are 0.433 and -0.094, respectively, and the value of the disturbance term $\mu_i$ is -2.967. The nonlinear regression equation is obtained, as in formula (14),

$$\ln y = -2.968 + 0.433x^2_1 - 0.094x^2_2$$

(14)

where the $T$ statistics corresponding to $x_1, x_2$ are 1.795, -0.202, and the squared $P = 0.842 > 0.1$, so it is not significant at the specified significance level of 0.01, but at the significant level Under 0.1, the effect is significant, and it can be seen that the square of the immigration ratio still has a strong explanatory effect on the dependent variable. The emigration square $P=0.842>0.1$ shows that the emigration rate cannot achieve a significant effect at the significance level of 0.1. Since the emigration rate of the population does not increase the source of infection in the region, the significant effect of the square of emigration can be ignored, and the impact factor of new cases is focused on the immigration rate.

Table 9 Regression results of new cases

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized coefficients</th>
<th>standardized coefficient</th>
<th>t</th>
<th>salience</th>
</tr>
</thead>
<tbody>
<tr>
<td>(constant)</td>
<td>-0.212</td>
<td>0.031</td>
<td>-</td>
<td>6.871</td>
</tr>
<tr>
<td>$x_1$</td>
<td>0.088</td>
<td>0.020</td>
<td>1.317</td>
<td>4.398</td>
</tr>
<tr>
<td>$x_2$</td>
<td>-0.126</td>
<td>0.029</td>
<td>-1.290</td>
<td>4.306</td>
</tr>
</tbody>
</table>

3. RESULTS AND DISCUSSION

3.1 EVALUATION OF THE MODEL

Advantages of the model:
1). Established COVID-19 disease evaluation model of AHP and decision tree can quickly and accurately determine the disease status of suspected cases by collecting the basic physical information of suspected cases.

2). According to the ratio of in-migration, emigration, and new cases before and after the Spring Festival, a nonlinear regression equation is established to explore and study the impact of in-migration and emigration on the ratio of new cases. Through statistical knowledge More intuitively reflects the impact of population mobility on the development of the epidemic.

Disadvantages of the model:
1). The disease evaluation model established based on AHP has a certain degree of subjectivity in its weight setting.

2). Only the impact of population movement on the development of the epidemic is considered, and the impact of long-distance activities is not carefully considered.

3.2. CONCLUSIONS

The AHP prevalence indicator model was used to analyze 11 indicators affecting COVID-19 patients, and the established decision tree was used to determine the prevalence of suspected cases. A model of population flow and epidemic development based on nonlinear regression was established, and it was concluded that $\ln$ (new cases) was roughly linearly related to the immigration rate $x_1$ and emigration $x_2$ of the population. Therefore, the home prevention and control measures introduced by the state are wise, and we should be alert to the current epidemic situation. We should abide by the country's epidemic prevention and control policies, reduce the number of times we go out, and gather less, for the health of others, but also for our own healthy.

REFERENCES


[3] Xu Feng. Chess and card rooms, theaters, etc. are newly added as key places for epidemic prevention [N]. Yantai Daily, 2021-08-16(002).


Abstract: In local higher vocational colleges, students often have negative emotions such as low self-esteem, weariness, anxiety, etc. due to the failure to enter a good general undergraduate college, the contradiction between reality and ideals, and some factors of their own. Sexual emotions continue to affect the healthy growth of students and breed hidden dangers on campus and society. As the country pays more attention to the work of mental health education in colleges and universities, mental health education has become an important content of higher education in our country, and cultivating college graduates with good psychological qualities has also become an important task for colleges and universities. This article focuses on the basic characteristics of problematic students in local vocational colleges and produces the following thoughts.

Keywords: Higher Vocational Colleges; Mental Health; Education

1. INTRODUCTION
At this stage, the problem of mental health is becoming more and more serious, and all sectors of society are paying more and more attention to the mental health of college students. Mental health education is an indispensable part of the content of college education and the ideological education of students[1]. In the survey of students by Zeng Rongxia and others, most of the students think that they are mentally healthy, but there are still a small number of students who have various psychological problems[2].

Basic characteristics of problem students in local vocational colleges
1.1 Inferiority complex.
Adler said: "Each of us has different degrees of inferiority complex, because we all find that our own status is something we want to improve... They are the reason why human status has increased." [3] The proportion of people with low self-esteem has gradually increased with the increase of grade, while the number of people who feel no less than ordinary undergraduates has a gradual decline with the increase of grade, and the level of group identity is low. Vocational college students' confidence in the future development of vocational education gradually declines with the increase of grades, and the evaluation of higher vocational colleges' education and teaching also has a tendency to get worse and worse in the development trend of grades [4].

1.2 Tired of learning.
Many vocational students lack enthusiasm for learning, and their motivation for learning is seriously insufficient. First of all, some of them think: I have poor grades and foundation, and ordinary colleges and universities do not want me. I originally planned not to go to school. My parents repeatedly persuaded me to come. Secondly, some students think that the purpose of studying in middle school is to go to university, and they don't think much about why they go to university. Therefore, I entered a higher vocational college. I used to study too hard, but now I have to relax and relax, which leads to a lack of motivation to study.

1.3 Anxiety.
Higher vocational students are at an important stage in the development of their outlook on life, world outlook and values. They are very eager to get the understanding, care and sincere friendship of others. Especially in a brand-new living environment, they need the understanding and help of others. Strong interpersonal thoughts. However, they often form a negative self-suggestion because they lack self-confidence and think that their abilities are not good enough. As a result, I often feel that interpersonal relationships are too complicated, and there are negative emotions such as unhappiness and dissatisfaction.

2. EDUCATIONAL STRATEGIES FOR PROBLEMATIC STUDENTS IN LOCAL VOCATIONAL COLLEGES
2.1 Strengthen psychological counseling for students in local vocational colleges
The so-called psychological counseling is the use of modern pedagogy, psychology and other theories to help and guide students according to the problems they face in their psychological development. The developmental psychological counseling often uses group training to make all-round psychological adjustments to higher vocational students through interpersonal career counseling, thinking development training and other entertaining ways.

2.2 Stimulate the consciousness and enthusiasm of students' development
Educators should respect the choices of students and their differences, and care and respect the personality of each student. From the perspective of educators, outstanding students are lovely, but we should also clearly realize that the dignity of the so-called "problem students" should be respected. Therefore, educators must not neglect and discriminate against disadvantaged "problem students", and should give them greater care and encouragement in their studies and life, truly accept and respect their personality from the heart, and allow them to be treated...
equally. It is also necessary to make full use of local culture and excellent corporate industry culture for professional psychological quality education [5].

2.3 Integrate into the construction of class style and style of study

Class style reflects the overall mental outlook and personality characteristics of class members, reflects the internal character and external image of the class, leads the future development of the class, and plays an important guiding role in class construction. It is also a key factor that affects students’ overall quality and mental health. If the class style is relaxed, friendly, harmonious, united, and positive, then students will also feel happy in the group, thereby satisfying students’ psychological needs for friendship, respect, and understanding. Longing and longing for campus life [6].

2.4 Establish a positive learning environment

As the saying goes, “the one who is close to Zhu is red and the one is black”, if students are to have a positive psychology, it is obviously necessary to create a positive learning environment. In a complete sense, positive psychology includes positive emotions, positive personality qualities, and a positive environment. Students can actively teach, self-control, and self-regulate, but they will still be more or less affected by the external environment. Therefore, it is particularly important to implement positive psychological education for students, eliminate the negative external environment, and build a positive and harmonious environment [7].

Psychological intervention is a systematic project, which requires perseverance and long-term success, but also requires innovative methods and methods [8]. The key to developing psychological counseling is to win the trust of students and be accepted by students. Pay attention to follow up and understand the psychological conditions of problem students in different periods and adjust intervention measures in time. Higher vocational colleges train high-level technical application-oriented talents, which must meet the requirements of the international and domestic talent markets in the new century. This requires higher vocational students to have a higher psychological quality to deal with the fierce market competition and challenges in the new century, so strengthen The problem of mental health education for college students in vocational colleges is of great significance.

REFERENCES

Reform Of Accounting Teaching in Higher Vocational Education Under the Mode of Innovative Talents Training

Ying Zhang
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Abstract: With the development and progress of society, China's requirements for higher vocational colleges have become higher and higher, and the country has paid more and more attention to the construction of talents in higher vocational colleges. In particular, the continuous development of the country has caused more and more business units to appear in the society, and the demand for accounting has become higher. In the process of company development, an excellent accounting practitioner is very helpful to the company. In view of this, the author of this article will conduct a specific analysis on the topic of higher vocational accounting teaching under the innovative talent model.

Keywords: Innovative Talents; Higher Vocational Education; Accounting Teaching; Reform

1. INTRODUCTION
In today's society, accounting is required in many public institutions, and the demand for accounting is becoming higher and higher. In their daily life, accountants must not only organize the accounts within the company, but also conduct real-time supervision to safeguard the interests of the company. It is precisely for this reason that China's major vocational colleges will also recruit a large number of accounting students when they are training talents. However, according to relevant investigations and studies, there is currently an oversupply of accounting personnel in higher vocational colleges in our country. For basic occupations, there is an oversupply of accounting, but for high-end companies, accounting personnel have been delayed in recruiting a series of tasks. Therefore, the author of this article will conduct a specific analysis on the topic of higher vocational accounting teaching reform under the innovative talent training model, hoping to provide a little force for the development of higher vocational accounting teaching in our country.

2. THE DRAWBACKS OF TRADITIONAL HIGHER VOCATIONAL ACCOUNTING TEACHING
In the process of teaching in traditional higher vocational colleges, teachers only explain the theoretical knowledge related to the knowledge points in the textbooks, and do not pay much attention to the understanding of students' interests, and fail to target the talent training model that conforms to social development. Carry out cultivation [1]. In this process, I don't understand what kind of talents are needed in society. The most obvious manifestations are in the following aspects:
2.1 The goal of higher vocational accounting talent training is not accurate enough
At present, in the process of cultivating accounting talents in our society, most of them are trained by higher vocational colleges. There are even some students who are ignorant of the content of their majors when they choose their majors. The main manifestations are as follows: First, most of the higher vocational colleges in our country have similarities when setting up courses, and they cannot better highlight their own advantages in their careers. Knowledge emphasizes the teaching of theoretical knowledge. Second, in the process of cultivating students, the school does not have a flexible and diverse modern enterprise, and the goal is not clear. Third, some of the accounting personnel trained by higher vocational colleges have solid professional abilities and do not have the characteristics of business development [2].

2.2 Accounting teaching in higher vocational colleges is too theoretical and the combination of practice is not strong
Accounting teaching in higher vocational colleges is divided into two parts, one is teaching and the other is practice. But in actual life, many higher vocational colleges have not got rid of the teaching of theoretical knowledge and do not pay attention to the teaching of practical ability in the process of teaching. In the process of teaching, most teachers will explain some theoretical knowledge of laws and regulations to students, but this knowledge without practical examples will make students feel boring when learning, and will lose interest in learning over time. Many schools do not pay attention to the cultivation of students' practical ability when teaching accounting majors, but simply explain theoretical knowledge, which will make students feel at a loss when they are studying. In addition, it is difficult for people to understand that in the process of selecting teaching content, higher vocational colleges do not know that they are advancing with the times and have been standing still, so the teaching results will become worse and worse. Not adapting to the trend of development in today's society, and when students truly enter the society in the future, they will not be able to use their professional advantages to apply for employment [3].

3. THE REFORM APPROACH OF ACCOUNTING TEACHING IN HIGHER VOCATIONAL COLLEGES UNDER THE MODE OF INNOVATIVE TALENTS
3.1 Make clear what kind of target talents are in the process of teaching
Under the new mode of teaching, the school must be clear in the process of development, what is the main goal of
teaching, what kind of students want to cultivate, and the positioning must be accurate. At the same time, in the process of development, both schools and students should pay attention to the development of small and medium-sized enterprises, so as to obtain relevant jobs for students when they are employed in the future, and to promote the all-round development of students. Teachers should pay more attention to the country's accounting personnel recruitment standards, so that they can have better results when they train students [4].

3.2 Close integration of theoretical knowledge and practice
In the process of teaching, the teacher cannot blindly adopt the traditional teaching mode to teach. To closely integrate theory and practice, theory and practice are like the back of the palm of the hand in actual teaching life, and the two are inseparable. Practice is difficult to complete without the support of theory. Without the support of practice, relying solely on theoretical knowledge, it is only on paper. This will not maximize the effect of students’ learning. Therefore, the two must be done in the process of development. To complement each other and interdependent. Furthermore, in the process of development, if the teacher's teaching remains the same, it will be eliminated by the society. Therefore, accounting textbooks must keep pace with the times and change with the development of the times.

3.3 Innovative teaching methods
Accounting is a highly practical major, and it is necessary to cultivate students' versatility. For example: content such as adaptability, logic ability, summarizing ability, application ability and so on. In the process of teaching, we should also pay attention to simulation and practice, and start teaching from the interests of students. Related accounting laboratories can be carried out in schools to simulate an accounting work environment for students, so that students can become more aware of accounting-related knowledge, and figure out what the society’s demand for accounting professionals lies in. It is necessary to actively reform and innovate the teaching model. Of course, there are also some content in the traditional teaching model that we should retain now. At this time, we must learn to "take the essence and remove the dross" and integrate the new teaching Mode, incorporating case teaching and simulation teaching, fully mobilize students' interest in learning and which learning process you choose, make the classroom atmosphere more lively, make students willing to participate in classroom learning, and promote the development of China’s accounting industry Development [5].

4. CONCLUSION
As market competition continues to intensify, various enterprises in our country have increasingly higher requirements for the professional competence of accounting-related personnel. When teachers are teaching, they must face up to the problems in the development process and make improvements. In terms of the accounting teaching model, teachers must not only keep pace with the times, but also take the best and eliminate the dross, so as to promote the development and progress of China's accounting industry.

REFERENCES
Practice And Exploration of Higher Vocational English Teaching Reform from The Perspective of Curriculum Ideology and Politics

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Abstract: As an important part of modern education work, English for higher vocational education has a great impact on the overall level and quality of higher vocational teaching. In order to improve the daily teaching level, relevant teachers and school administrators need to follow the education department policies and new curriculum reform standards. To strengthen the integration of curriculum ideology and higher vocational English teaching, in order to carry out teaching reform and innovation, give full play to the value and advantages of higher vocational English teaching, improve the level of quality education, and contribute to the overall health of higher vocational teaching. Lay a solid foundation for development. The following mainly analyzes and explores the reform of higher vocational English teaching from the perspective of curriculum ideology and politics.

Keywords: Curriculum Ideological And Political; Higher Vocational English; Teaching Reform

1. A SPECIFIC OVERVIEW OF THE CURRICULUM IDEOLOGICAL AND POLITICAL

Under normal circumstances, curriculum ideological and political is an extremely important link in modern higher vocational education. In the daily teaching process, relevant teachers need to adhere to the basic concept of moral education, strengthen the establishment of ideological and political systems, and ensure the course of ideological and political teaching. Smooth progress; when teaching English in higher vocational colleges, relevant teachers need to strengthen their understanding and attention to curriculum ideological and political teaching, and strengthen its integration with English teaching, while teaching, cultivate students' correct outlook on life and values, and strengthen Improve students' own professional knowledge and ideological and political literacy level, and provide full promotion for social construction and development [1].

2. THE IMPORTANCE OF CURRICULUM IDEOLOGICAL AND POLITICAL APPLICATION IN HIGHER VOCATIONAL ENGLISH TEACHING

2.1 Guarantee the quality of English education

Studies have shown that when curriculum ideology and politics is applied to higher vocational English teaching, it has a two-way effect, which can ensure the smooth progress of ideological and political education, and can effectively improve the efficiency and quality of English teaching; in the traditional teaching process. However, due to the lack of scientific and effective teaching methods and teaching content, the scope of actual teaching is limited to a large extent. Some students will also experience emotions such as learning weariness, which will have a greater impact on daily teaching. The combination of English education can improve the interesting and humanistic characteristics of the teaching process, establish correct values for students, and thus guarantee the quality of higher vocational English education.

2.2 Improve the level of ideological and political education

In the past, due to the lack of teaching content and lack of flexibility in teaching methods, classroom teaching was divided into too dull, boring and boring, and students' interest in learning could not be effectively improved. In order to change this situation, relevant teachers and school leaders can strengthen curriculum thinking. The application of politics in higher vocational English teaching, innovative teaching concepts and methods, and formulating scientific teaching models according to different students' knowledge levels and learning interests, adhering to the people-oriented concept, and improving students' ideological and political quality while completing English teaching. To ensure the healthy and stable growth and development of students themselves.

2.3 Strengthen the improvement of students' comprehensive quality

In addition to the above measures, by strengthening the application of curriculum ideology and politics in higher vocational English teaching, it can guide students to establish the correct concept of socialist core values, and combine classroom teaching with social practice to expand students to the greatest extent Vision, give full play to the enthusiasm and subjective initiative of students, strengthen and improve the comprehensive quality of students, and lay a good foundation for the overall healthy development of modern higher vocational English teaching.

3. SPECIFIC MEASURES FOR HIGHER VOCATIONAL ENGLISH TEACHING REFORM FROM THE PERSPECTIVE OF CURRICULUM IDEOLOGY AND POLITICS

3.1 Strengthen the excavation of teaching materials

In the current period, in order to strengthen the improvement of the level of higher vocational English teaching reform from the ideological and political perspective of the curriculum, relevant teachers first need to dig deeper into the content of the teaching materials, optimize the design of English teaching materials, and ensure the scientific, logical and systematic content of the teaching materials. At the same time, it is necessary to
make a scientific selection of basic vocabulary to ensure that students can accurately and reasonably use these vocabulary to express their own thoughts when carrying out practical activities. While improving their own knowledge level, they should fully understand the ideological and political connotation and promote the students themselves. The overall development of comprehensive quality, and then promote the healthy development of students themselves and higher vocational English teaching [2].

3.2 Strengthen the optimization of classroom teaching design
As we all know, in any teaching process, teaching design plays a key role and determines the level and quality of actual teaching. For this reason, in the modern higher vocational English teaching process, relevant teachers and school administrators can strengthen the curriculum. The application of ideology and politics, innovating teaching content, optimizing teaching design schemes, strengthening the cultivation of students' patriotic feelings, and giving full play to students' dominant position in the modern teaching process, thereby promoting the progress and improvement of modern higher vocational English teaching.

3.3 Strengthen the formation of professional teacher teams
Normally, as an important part of the teaching process, teachers have a great influence on the daily teaching level and quality; therefore, from the perspective of curriculum ideology and politics, in order to strengthen the development of higher vocational English teaching reform, the leaders of higher vocational colleges It is necessary to strengthen coordination and cooperation with relevant departments, actively organize training and education activities, and improve teachers' professional quality, technical ability, and ideological and political literacy levels, so as to promote a professional higher vocational English teacher team and ensure the value of curriculum ideological and political teaching. Get full play to promote students' learning enthusiasm and the improvement of ideological and political level, and lay a solid foundation for in-depth teaching in the later period.

3.4 Strengthen the development of second classroom teaching activities
At the same time, when the reform of higher vocational English teaching is carried out, relevant teachers need to strengthen the integration of ideological and political concepts in the curriculum, follow the requirements of Lide to cultivate people, make scientific choices in English teaching, and innovate teaching models to strengthen second classroom teaching. The development of activities will coordinate the use of the first and second classrooms and combine the practical activities of ideological and political education to improve the level of students' ideological and political quality, so as to promote the healthy growth and development of students themselves.

3.5 Strengthen the optimization of the course evaluation mechanism
In addition to the above measures, in order to strengthen the development of higher vocational English teaching reform from the perspective of curriculum ideology and politics, relevant teachers can also strengthen the improvement of teaching assessment and evaluation, and optimize and improve the assessment mechanism, combining the content and ideas of higher vocational English teaching, innovating teaching design schemes, strengthening the cultivation of students' patriotic feelings, and giving full play to students' dominant position in the modern teaching process, thereby promoting the progress and improvement of modern higher vocational English teaching.

REFERENCES
On The Application of Appreciation Education in The Management of Higher Vocational Students

Changjiang Zhang
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Abstract: Based on the actual situation, in the current society, higher vocational education is one of the main components of our country’s education, which makes the development of higher vocational student management more complicated. For this reason, higher vocational teachers should follow the principles of rules and regulations, and must not blindly implement the management system, in order to fully reflect equality and uniformity, it lays a solid foundation for the construction of a good campus environment and the improvement of the efficiency of student management. Therefore, the teacher-student management system in the process of fully respecting the opinions of students. Finally, when higher vocational teachers implement the student management system, they need to fully understand the actual situation of each student, give the students the necessary respect, and must not blindly implement the management system, so as to improve the student management system. At the same time of principle and uniformity, it lays a solid foundation for the construction of a good campus environment and the improvement of the efficiency of student management.

Keywords: Appreciation Education; Higher Vocational Education; Student Management

1. ESTABLISH AN EQUAL AND TRUSTING TEACHER-STUDENT RELATIONSHIP

Normally, in school education, the teacher-student relationship has always been a kind of subordinate relationship, and the teacher has always played the role of leader. This kind of teacher-student management severely limits the efficiency of communication activities between students and teachers. For this reason, when higher vocational teachers apply appreciation education to carry out related management work, they need to fully apply the respect, understanding and encouragement in appreciation education to the management of higher vocational students, and how can they effectively improve the equality of teacher-student relations? At the same time, it lays a solid foundation for improving the efficiency of higher vocational student management. In addition, when applying appreciation education to carry out the management of higher vocational students, teachers need to go deep into the lives and learning of students, and build a good teacher-student relationship with students through in-depth exchanges and other activities. Finally, teachers in higher vocational colleges should also discover the advantages of students themselves while in-depth understanding of students, so as to provide sufficient guarantee for the effective use of later appreciation education in the process of scientifically encouraging students [1].

2. ESTABLISH A HUMANIZED MANAGEMENT SYSTEM

Considering the actual situation, the application of appreciation education also needs to be established on the basis of rules and regulations to be able to play its true role. From the current situation of the application of appreciation education in the management of vocational students, people-oriented and personal development of students are the main concepts of the application of appreciation education. For this reason, higher vocational teachers are applying the application of appreciation education to the management of students in higher vocational schools. In middle school, the first thing that vocational teachers should do is to scientifically deal with the relationship between the system and humanization. Secondly, when vocational colleges build a student management system, they must fully reflect equality and respect in the relevant In the management system, while effectively improving the humanized characteristics of the student management system, it lays a solid foundation for the effective application of appreciation education in the management of higher vocational students [2]. In addition, when higher vocational colleges formulate the student management system, they also ensure the scientificity and rigor of the relevant management system, and provide sufficient guarantee for the effective implementation of the student management system in the process of fully respecting the opinions of students. Finally, when higher vocational teachers implement the student management system, they need to fully understand the actual situation of each student, give the students the necessary respect, and must not blindly implement the management system, so as to improve the student management system. At the same time of principle and uniformity, it lays a solid foundation for the construction of a good campus environment and the improvement of the efficiency of student management.

3. REASONABLE USE OF INCENTIVE MANAGEMENT METHODS

The essence of appreciative education application is that teachers can effectively strengthen students' own behavior and learning ability by encouraging and appreciating students' learning behavior. For this reason, if higher vocational teachers want to effectively apply appreciation education to student management, they must have the ability to discover the strengths of students, and provide
students with scientific encouragement to effectively enhance students’ self-confidence. Lay a solid foundation for its potential capabilities. Secondly, when higher vocational teachers carry out student management work, they can also use various activities to help students show their own abilities and advantages, and at the same time fully tap the students’ potential abilities, such as some sports competitions, singing competitions, etc. Finally, teachers also need to use campus broadcasts, school newspapers and other publicity channels to publicize the winners of the competition, so as to help them fully eliminate their own inferiority complex and further strengthen students’ self-confidence. Normally, higher vocational teachers effectively apply this kind of appreciation education to student management work. Not only can they help students discover their own advantages in a timely manner, it can also enhance students’ self-confidence and improve their personal abilities. Provide adequate protection [3].

4. APPRECIATE CRITICISM AND SUPERVISION IN EDUCATION

In-depth analysis of the nature of the application of appreciation education, we can find that the application of appreciation education does not require teachers not to criticize students’ mistakes. Therefore, vocational teachers still need to criticize students’ mistakes when using appreciation education to carry out student management work. Therefore, higher vocational teachers need to pay attention to the scientific nature of methods and methods in the process of criticizing and urging students. Under normal circumstances, the age of vocational students is basically 18 to 23 years old. Students in this age group have relatively strong self-awareness, and they also have relatively strong self-esteem. However, due to the lack of students in this age group Self-control ability, which makes it extremely prone to some errors. In response to this kind of phenomenon, when higher vocational teachers carry out student management work, how to effectively deal with and solve students’ violations is a problem that higher vocational teachers should pay close attention to. For this reason, when higher vocational teachers criticize and supervise students based on the application of appreciation education, they must not only focus on the surface of the error, and they need to conduct an in-depth analysis of the reasons for the students' error problems. This requires higher vocational teachers to not only criticize and punish students’ mistakes when students make mistakes. They need to communicate with students to deeply analyze the main reasons for the students’ mistakes, and then help students in essence. While avoiding making mistakes again, it provides sufficient guarantee for the effective development of students' learning activities; in addition, when higher vocational teachers carry out critical education to students, they also need to pay attention to the ways and methods of their own criticism education activities. This is because vocational students usually have strong self-esteem and are more sensitive in their hearts. Therefore, if the teacher criticizes the unreasonable ways and methods of educational work, the students will easily develop rebellious psychology, which will seriously affect the vocational students The overall efficiency of management work. Based on this, under the concept of appreciative education, higher vocational teachers should fully respect students and let them truly realize their own problems, so that they can voluntarily accept criticism and education and at the same time contribute to the healthy development of students. Realize to lay a solid foundation.

5. CONCLUSION

In summary, in the current society, the essence of the application of appreciation education is that when carrying out educational activities, teachers should fully respect, trust and understand students. Based on the actual situation, the application of appreciation education can effectively improve students in higher vocational colleges. In addition to the efficiency of management work, it also builds a good campus environment for the development of student learning activities. For this reason, higher vocational colleges need to introduce appreciative education to student management work, so as to effectively improve the scientific and standardization of their student management work, and lay a solid foundation for the realization of students' personal development goals.

REFERENCES


Application Of Bolt and Cable Combined Support in Soft Rock Roadway

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Abstract: Roadway is an important link in the process of mineral development. Due to the special geological environment of some mining areas, soft rock roadway is produced. The roadway structure is weak and fragile, which is very prone to deformation and collapse of roadway surrounding rock, which affects the safety of construction personnel, equipment and facilities. Therefore, in daily work, In daily work, the construction unit needs to fully understand the structure and characteristics of soft rock roadway, strengthen the application of bolt, anchor cable and combined support technology, formulate perfect management system and treatment measures for it, promote the improvement of support level and quality of soft rock roadway, and fully guarantee the quality, bearing capacity, stability and integrity of roadway structure, Lay a solid foundation for the healthy development of modern mineral development industry. The following mainly analyzes and explores the application of bolt anchor cable combined support in soft rock roadway.

Key Words: Bolt Anchor Cable Combined Support; Soft Rock Roadway; Technology Application

1. SPECIFIC OVERVIEW OF SOFT ROCK ROADWAY

1.1 Concept
Generally, the soft rock mass structure is relatively weak and fragile, which can be divided into geological soft rock and engineering soft rock. Among them, there are a large number of minerals and clay in the roadway in the geological soft rock area, with low strength and large voids in the rock structure, which are very easy to be affected by factors such as weathering and structural plane cutting, resulting in the emergence of loose and weak layers; Engineering soft rock mainly refers to the plastic deformation of engineering rock mass due to the influence of Engineering action, which has a great impact and obstruction on engineering construction; At the same time, soft rock also has the characteristics of softening critical depth and critical load bearing capacity. If the local applied load is greater than the critical load of soft rock structure, it is very easy to cause plastic deformation and collapse of soft rock [1].

1.2 Features
Through the investigation of soft rock roadway, it is found that when the roadway is excavated, the roof deformation and caving are very easy to occur, and are squeezed by the surrounding rock, resulting in bulge and ground swelling on both sides, which presents the characteristics of asymmetry; When the soft rock roadway is deformed, it will show the law of three stages of deformation. In the initial stage of deformation, the external extrusion speed is fast and the deformation is large. If it is not treated, it is very easy to fall and damage; With the continuous increase of mining depth, the probability of roadway deformation is improved. The roadway structure lacks sufficient self stability ability, and it is very vulnerable to the deformation of soft rock roadway caused by factors such as section shape, construction technology and lithology.

1.3 Requirements for soft rock roadway support
Because the soft rock roadway is easily affected by external adverse factors and causes deformation, therefore, in the daily construction process, the construction unit needs to strengthen the application of modern construction technology, equipment and facilities, strictly follow the construction specifications and standards, ensure the strength and quality of surrounding rock structure and avoid damage to surrounding rock structure; At the same time, technicians can give full play to the characteristics of high strength, high resistance and high initial anchoring force of the bolt system with the help of the application of the bolt support system, and promote the improvement of the binding force on the surface of surrounding rock and further improve the support level of soft rock roadway with the help of the application of mesh beam belt; On the other hand, designers need to strictly follow the procedures of design, construction, detection, improvement and summary to improve the dynamic level of design and construction. On the other hand, they also need to adjust the design parameters to ensure the smooth progress of the construction process.

1.4 Common problems of soft rock roadway support
During the support construction of soft rock roadway, the strength and bearing capacity of soft rock structure are low. Due to the influence of external pressure, the roadway structure will deform, fall off and collapse. Although the construction unit adopts the support mode of bolt and anchor cable, due to the action of circumferential pressure, the roadway is supported only by bolt and anchor cable, It is very vulnerable to uneven pressure bearing, resulting in deformation and falling off of some roof structures, and deformation and damage to the whole floor and roadway structure; At the same time, due to the phenomenon of water shortage or excessive water in some roadways, deformation will also occur due to roadway expansion; On the other hand, the support personnel need to fully understand the soft rock roadway and surrounding rock structure, and clarify the specific causes of damage to the surrounding rock of the roadway, so as to formulate a scientific and perfect support scheme, scientifically select the support technology, and ensure the smooth progress of
the support construction; However, because some construction units do not pay enough attention to the support construction, do not carefully understand the roadway before the actual work, and the selection of support mode is unreasonable, it is very easy to waste a lot of facilities and materials, affect the level of support construction, and affect the later construction process.

2. SPECIFIC CONTENTS OF BOLT SUPPORT

In the process of modern roadway support construction, bolt support occupies a very important position. In actual construction, constructors need to install bolts in roadway surrounding rock to ensure the stability and bearing capacity of surrounding rock structure and avoid displacement and deformation of surrounding rock structure.

2.1 yield performance

Bolt support belongs to flexible support in essence, and it has sufficient pressure relief performance, which can be divided into the following two aspects: the pressure relief performance of support structure and the pressure relief performance of bolt material; Due to the great differences in the requirements and standards for the yielding performance of anchor bolts under different geological conditions, technicians need to select the anchor bolts according to different construction specifications and standards to ensure that the anchor bolts themselves have strong extensibility, so as to ensure the overall quality of roadway support construction [2].

2.2 bearing capacity

At the same time, when the bolt support technology is applied, the relevant reinforced structures also need to have sufficient bearing capacity; Due to the great differences in roadway structure and surrounding environment in different regions, the external pressure and load vary greatly. Therefore, when applying the bolt support method, the support personnel need to conduct a detailed survey of the construction area to clarify the geological conditions and production conditions of the area, so as to determine the bolt length, diameter, strength; Scientific selection of anchoring methods can improve the construction level of bolt support, and then promote the improvement of roadway support construction level.

2.3 overall integrity

In the process of bolt support construction, the overall integrity belongs to the basic and key requirements. During bolt support construction, if the actual effect of support components and bolt breakage occur in a certain area, it will greatly affect the integrity of the reinforced part and damage the surrounding roadway; Therefore, the support personnel need to scientifically control the bolt spacing, support component area and strength, so as to improve the quality, strength and stability of surrounding rock structure.

In addition, when the support construction is actually carried out, the construction unit and personnel need to strictly control the blasting construction to avoid further damage to the stability of surrounding rock structure during blasting. If some roadway structure lithology is seriously damaged, the construction personnel can combine air pick and hand pick to expand the roadway.
scientific control, control and restrain the rock stratum displacement, so as to produce extrusion reinforcement; On the other hand, the support personnel need to improve the friction between rock layers and avoid the occurrence of rock fracture, slip and inner layer with the help of the influence of anchor cable preload.

3.5 mechanism and action
When the anchor cable support method is applied in practice, due to the influence of rock stratum movement, deformation and other factors, it is very easy to cause the displacement of each rock stratum, directly act on the anchor cable structure, and produce shear, compression and tensile stress at the discontinuous layer; At the same time, the anchor cable structure will also produce reaction force on the discontinuous layer and organize its dislocation. In this process, if the ultimate shear strength of the anchor cable is less than the dislocation force, the anchor cable structure will break under the influence of shear force, which has the same action mechanism as the anchor bolt support structure.

4. ANALYSIS AND RESEARCH ON BOLT ANCHOR CABLE COMBINED SUPPORT

4.1 action mechanism of bolt anchor cable combined support
When the bolt support structure is applied to the support construction of soft rock roadway, it can effectively strengthen the surface of surrounding rock, form pressure zone and bearing structure in rock stratum, optimize and improve the stress condition of lower rock stratum, and ensure the improvement of rock stratum stability and bearing capacity; At the same time, with the application of anchor cable structure, the upper rock stratum of roadway can be reinforced to ensure the stability of rock stratum; By strengthening the combination of bolt and anchor cable support technology, the bolt reinforcement and anchor cable suspension can be fully integrated, the support structure can be effectively controlled, the stability of roadway structure of rock structure can be improved to the greatest extent, and the smooth progress of later construction can be guaranteed [4].

4.2 design idea of bolt anchor cable combined support
Before the application of bolt anchor cable combined support design method, technicians first need to take the support design basis as the premise, and design according to the existing projects with the help of engineering analogy technology to improve the support efficiency and quality; At the same time, designers need to optimize and adjust the bolt support form and parameters, extend the bolt length to the greatest extent, and ensure that it will not affect the construction quality; Technicians need to carefully investigate and understand the roadway, clarify the scope of surrounding rock loosening and failure area, and determine the length of anchor cable; On the other hand, designers need to accurately determine the length, density and required extension of anchor cable, and clarify the difference between the required extension and the actual extension, so as to ensure the improvement of reliability and stability of support construction; In addition, the relevant staff can further improve the reliability of the support design scheme with the help of the application of theoretical calculation and test detection.

4.3 design principle of bolt anchor cable combined support
When the bolt anchor cable combined support is applied, the technical and design personnel also need to follow the following principles: if the deformation of surrounding rock is greater than the extension of anchor cable, the technical personnel need to combine bolt support with parameter design; Designers also need to strictly follow the design process, specifications and standards, combined with the specific conditions of the construction site and construction technology, so as to avoid large differences between the actual construction and the scheme; In daily work, support personnel need to fully grasp the principle and function of anchor bolt and anchor cable support, and carefully inspect the anchor depth, suspension capacity and extension of anchor cable.

5. SPECIFIC CONTENTS OF ROADWAY SUPPORT DESIGN

5.1 anchor rod
At present, in the process of support design for soft rock roadway, the construction unit and personnel first need to strengthen the design and application of bolt, set the bolt with steel belt support at the top of roadway, install it from the vault from top to bottom, and scientifically control the distance between different bolts, mostly kept at about 1m. At the same time, The technicians also need to equip the anchor bolt with two rolls of resin cartridge anchor bolt, and strictly follow the construction specifications and standards.

5.2 anchor cable
When the anchor cable is applied to the roadway support design, the technicians can select some steel strands with low strength and relaxation to release the displacement of surrounding rock, so as to improve the adaptability of the anchor cable to the deformation of surrounding rock structure. When the displacement of surrounding rock is released, the constructors need to repair the anchor cable in time, Ensure the improvement of support construction level and quality.

5.3 shotcreting
In this process, technicians need to form an integral structure with the help of the application of anchor mesh belt cable combined support, and spray 100mm thick concrete to lay a good foundation for later work [5].

Summary: To sum up, as an important link in the mining of mineral resources, the structural quality, strength, stability and bearing capacity of roadway determine the smooth progress of the mining process; Due to the influence of geological natural environment, geological conditions and other factors in some areas, the rock strata around the roadway are relatively weak and low strength, which poses a great threat to the stability and safety of the roadway. In addition, due to the limitations of traditional technical level and ideas, the roadway support level is insufficient. With the extension of service time, the roadway will have serious displacement Deformation, damage and collapse have a great impact on the later mining construction; In order to change this situation, the construction unit needs to fully understand the soft rock
roadway, pay more attention to the roadway support construction, actively quote modern technology, equipment and facilities, optimize the support scheme, organize professionals, strengthen and improve the support construction level, and ensure the quality, strength, stability, bearing capacity and safety of the roadway structure, so as to promote the further development of modern roadway construction and the whole mineral industry.

REFERENCE
Abstract: Higher vocational college students have grown up, and the students in the current era have strong self-awareness and self-esteem, which puts forward higher requirements for the management of higher vocational colleges. According to the investigation and analysis, the student management mechanism of many higher vocational colleges has some deficiencies and cannot adapt to the new situation in the new era. Based on this, we must change our ideas, so that the higher vocational student management mechanism can pay attention to both institutionalization and humanization, do a good job in the integration of the two, and deeply implement the "people-oriented" concept to make the management mechanism more reasonable and scientific. At the same time, we should also pay attention to the implementation of service consciousness, so that students can study and live more efficiently under this reasonable management mechanism.

Key Words: Institutionalization; Humanization; Higher Vocational Student Management

1. THE ESTABLISHMENT OF RULES AND REGULATIONS MUST INTEGRATE HUMANIZED CARE

Under the background of the current new curriculum reform, China has put forward new requirements for education. If higher vocational schools want to realize the integration of institutionalization and humanization, they must formulate reasonable rules and regulations, no longer use the traditional teaching mode and concept, return the main position of the classroom to the students, and let the students become the masters of the classroom. In addition, when formulating rules and regulations, higher vocational schools should also pay more attention to people-oriented thought, focus on humanistic consciousness, so that teachers can teach in strict accordance with the requirements, and then realize the unity of institutionalization and humanization in the real sense [1]. Moreover, in the investigation of China's higher vocational colleges, it is found that most of China's higher vocational colleges have begun to implement an institutionalized management method, and have also formulated complete rules and regulations. Although this method can closely connect students with reputation, degree and student status, it seriously ignores the humanized sense of care, still can not achieve the expected teaching effect. Therefore, in order to better prevent the above problems, higher vocational colleges need to add the institutionalized and humanized awareness of care to the rules and regulations at the same time, establish a student appeal system according to the actual situation of students, and set up some mailboxes at the door of the teaching office, so that students can reflect problems anonymously and broaden the channels for students. This can fully protect the interests of students, safeguard their rights and interests, and let students no longer be troubled by campus problems, so as to provide guarantee for the good development of higher vocational colleges.

2. PAY ATTENTION TO THE RATIONALITY OF PROGRAM IMPLEMENTATION IN STUDENT MANAGEMENT

Students in higher vocational education have independent thoughts, can make decisions independently and be responsible for their words and deeds. In higher vocational colleges, after formulating good rules and regulations, schools should pay attention to the problems of implementation. They should not only apply institutionalization, but also pay attention to humanized use, so as to ensure the scientific rationality of rules and regulations in the process of implementation. In addition, the implementation process of this procedure is mainly reflected in the punishment in the school, because students are often prone to disciplinary violations. When encountering this problem, teachers must not immediately make a judgment. They should first fully investigate the students and events involved, collect evidence, punish them after the results are determined, and then inform parents to let parents guide their children's actions. Take a preventive injection in advance. Moreover, if the students involved are not satisfied with or disagree with the results of the treatment, the school can allow the students to lodge a complaint to protect their rights and interests, but it should be noted that there must be a time limit for safeguarding their rights, not indulge the students arbitrarily, and let them complete what they want to do within the specified time, otherwise they will accept the treatment decision of the teacher. At the same time, higher vocational colleges provide students with the opportunity to appeal, which can strengthen the communication between students and schools and make students and decisions more fair. In addition, the school can also invite other students or teachers as the audience, so as to enhance the fairness, standardization and accuracy of the school's handling decisions, and let the audience hold a hearing, properly discuss the handling results and situations, so that the students who violate discipline will be punished accordingly. In this way, it can not only safeguard the interests of students, but also respect the personality of...
students, Protect their self-esteem from harm, so as to provide guarantee for their future development [2].

3. PAY ATTENTION TO TEACHERS’ SERVICE AWARENESS IN STUDENT MANAGEMENT

Under the background of the new era, China’s implementation of the thought of “people-oriented” is more thorough, and it is not only applied to national governance, but also widely and deeply applied to many fields. In the management mechanism of higher vocational students, we can also strengthen innovation and optimization, and strengthen the implementation of the people-oriented concept. In fact, in the past, there were great deficiencies in the student management mechanism of higher vocational colleges, including the concept of “giving priority to the interests of the school”. With the development of the times, this traditional concept can no longer be applied to the present, but has been replaced by the concept of people-oriented. In the school, students are “masters”, and students and teachers are not dependent, and their status is in the same line. Therefore, in the implementation of management, we should pay attention to the implementation of the people-oriented concept, pay attention to the equal treatment of every student, and have a good sense of service in the process. For example, teachers should give full play to their guiding and guiding role, On the basis of people-oriented concept, continue to strengthen the implementation of "student-oriented" concept, so as to continuously improve their own service awareness and service ability.

4. IN STUDENT MANAGEMENT, WE SHOULD PAY ATTENTION TO THE CULTIVATION OF STUDENTS’ INDEPENDENT SPIRIT

As an important stage of the whole educational link, university not only determines whether students can stand a firm foothold in society, but also points out the way for their future development. A famous American professor once said that "education is the most valuable, humane and caring platform, which helps to realize self". This sentence reflects the importance of teaching. In the context of the current new curriculum reform, in order to become a famous higher vocational college, it must always put students first and always adhere to the principle of people-oriented. So do educators. In any case, they must actively improve students' conscious selectivity and initiative creativity, and teach students how to make correct choices and distinguish, In order to better improve students' comprehensive ability [3]. In addition, when higher vocational colleges carry out management work for students, they must combine their own characteristics, cultivate students' master spirit and subject consciousness, so that students can stimulate their interest in learning, think independently, and improve their comprehensive ability while improving learning efficiency.

5. CONCLUSION

To sum up, with the development of society, China's quality education is paid more and more attention, which puts forward new requirements for education and enables students to achieve good development. In addition, under the background of the current new curriculum reform, China's higher education is divided into three stages: in the early days of the founding of new China, the national conditions of this period are not stable, and the education of students is mainly reflected in the educational concept of political supremacy; In the following years, China's comprehensive national strength has increased rapidly. Relevant leaders are constantly looking for ways to improve the rule of law system and carry out politicized and legalized education for students; Finally, in recent years, the individuality of Chinese students has been gradually stimulated, which requires students to establish the spirit of ownership. These three stages not only reflect the changes of Chinese education, but also show the new trend of students’ future development, and apply the institutionalized and humanized teaching methods to higher vocational teaching in order to enable students to achieve good development.

REFERENCE


Abstract: Combining the high-quality resources of MOOC and the teaching form advantages of SPOC, the teaching practice of the teaching mode of combining network teaching platform and flipped classroom is carried out in the school. After two rounds of teaching practice, the flipped classroom teaching theoretical model based on "MOOC + SPOC" is constructed, and the experimental research and revision are carried out. Through the questionnaire survey and teaching practice, it is found that this model is an effective teaching mode in the Internet plus education environment, and the application of this model can improve students' interest in learning. Cultivate students' abilities of information retrieval, communication and in-depth learning; Diversified evaluation methods can be accepted and recognized by students. However, the application of this model increases the learning burden of students, and it is difficult to supervise students' autonomous learning before class.

Keywords: MOOC; SPOC; Flipped Classroom

1. RESEARCH BACKGROUND AND PROBLEMS
With the application of information technology in the field of education, online education forms such as MOOC, SPOC and micro class have gradually come into people's vision. The problems of MOOC in educational practice also appear. The most prominent problems are high dropout rate, single teaching mode, low online participation, unable to meet personalized learning needs, etc. [1]. SPOC is a teaching mode that combines traditional classroom teaching and Online Autonomous Learning with the help of rich teaching resources of e-learning platform. It is a combination of physical classroom and MOOC, online and offline. Therefore, SPOC makes up for many shortcomings of MOOC. The core idea of flipped classroom is the flipping of traditional classroom teaching, which not only improves students' autonomous learning ability, critical thinking ability and problem-solving ability, but also indirectly improves students' cooperative learning ability through group cooperation and communication.

Based on the above research background, this study puts forward the teaching model concept of "MOOC + SPOC + flipped classroom", actively integrates MOOC, micro class and other online learning resources into traditional classroom teaching, and combines SPOC and flipped classroom to build a set of practical design mode to improve the effect of education and teaching.

2. RESEARCH STATUS AT HOME AND ABROAD
Jarrett, J, in what are 'MOOC's and why are education leaders interested in them?, proposed that in MOOC e-learning, only by organically combining flipped classroom, mixed teaching, cooperative learning and other teaching methods with traditional classroom teaching can the teaching effect be optimized. [2] This is the first proposal of the combination of MOOC and flipped classroom. Since then, scholars have carried out research on Cooperative Learning Based on MOOC. The results show that group learning has the best effect and can leave a deep impression on learners. [3] SPOC is also known as "private class". San Jose State University and MIT in Silicon Valley, California have developed a mature teaching process, which is a typical successful case of the combination of SPOC and flipped classroom teaching mode.

Professor Wang pengjiao, a Chinese scholar, also designed the model of the combination of flipped classroom and SPOC, which is helpful to further implement the learner centered teaching method in the Open University, so as to improve the teaching quality of the Open University. [4]

3. DESIGN OF FLIPPED CLASSROOM TEACHING MODE BASED ON "MOOC + SPOC"
3.1 general idea
The teaching model of this study is a teaching model designed by flipping the traditional classroom on the basis of MOOC resource learning and SPOC platform learning. According to the time sequence of the course, it is mainly divided into four stages: course preparation, before, during and after class. Each stage involves the design of learning resources, the implementation of teaching activities and teaching evaluation.

3.2 resource design
The resources in the teaching model designed in this study come from various sources, which can not only select mature and high-quality MOOC resources, but also self-made SPOC teaching resources according to the results of learners' analysis, but also include mature teaching resources existing in traditional teaching, such as teaching materials, courseware, etc.

3.3 implementation of teaching activities
3.3.1 course preparation
The preparation work of this stage is implemented and completed on MOOC and SPOC platforms. Teachers do a lot of preparatory work before the class starts, including the investigation and analysis of students choosing courses, the design of course content, and the announcement of course plan arrangement, assessment form and other information. Students have a preliminary understanding of the course in the form of course announcement, complete the questionnaire released by the teacher on the platform, and complete the preschool test.

3.3.2 autonomous learning before class

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Teachers upload learning resources to the e-learning platform in advance, generally including self-made or mature short videos, PPT courseware of traditional classroom, reference documents, and initiate discussion topics on the platform. After students see the learning tasks released by the network platform, they can choose the appropriate time and place for independent learning anytime and anywhere, and carry out thematic discussion and communication with students and teachers in the platform discussion area.

3.3.3 flipping class in class
The teaching mode of flipped classroom is adopted in the classroom. The teacher will organize the topic discussion, and the group representatives will teach the topic. After the lecture, the teacher will sort out and summarize the knowledge, and then send out a discussion to the students to introduce the knowledge into deeper thinking. Under the guidance of teachers, students discuss the derivative problems of curriculum knowledge and carry out inquiry learning again until the end of classroom teaching time.

3.3.4 expand communication after class
Students complete the tests and assignments published by teachers on the SPOC platform, and combine autonomous learning with group inquiry learning. If you encounter difficulties and problems, you can initiate a dialogue with teachers on SPOC platform at any time, and teachers can conduct individualized counseling.

3.4 teaching evaluation
The teaching evaluation of this study is a comprehensive evaluation, which runs through the whole teaching. 1. Before the course, the diagnostic evaluation is obtained by means of pre-test, which mainly tests the students' cognitive style and knowledge base. 2. In the process of self-study on network platform or classroom teaching, formative evaluation is set in each link. Online learning includes video viewing, discussion, testing, sign in and other indicators, as well as learning attitude, speech, display, in class test and so on in the process of classroom teaching. 3. At the end of the final period, make a summary evaluation, and make a comprehensive evaluation from the final works, final tests, research reports, etc.

4. CONCLUSION
4.1 research conclusion
Based on the pan Ya Network Teaching Platform of Anyang Normal University, the teaching practice for one year is carried out, and the following research conclusions are summarized:
4.1.1 has realized the organic integration of Online Autonomous Learning and offline classroom teaching, and is an effective teaching mode under the background of Internet plus education. After two semesters of teaching practice, teachers and students were investigated by means of interviews. The results showed that teachers and students reflected well, and the learning effect was significantly improved compared with the previous traditional teaching model.
4.1.2 the application of this teaching mode improves students' interest in learning. Through the learning of video content on the pre class platform, students' learning methods are transformed into active learning. The theme discussion of the network teaching platform can provide students with a platform to express their opinions and show themselves.
4.1.3 cultivate students' multiple abilities. The communication within the network teaching platform and in the flipped classroom has exercised the students' ability of autonomous learning and cooperative learning, as well as the communication ability between students. The group learning achievement display stage in the classroom can also train students' practical ability, experimental operation ability and information technology application ability.
4.1.4 diversified evaluation methods. Sign in, post, reply, classroom performance, test and homework are reflected, so that students feel that any effort they make is rewarding.
4.2 research deficiency and Prospect
4.2.1 the learning task is heavy, and the degree has not been investigated and studied.
Through the communication with students after class, some students reported that the learning task of this course is heavy and takes up a lot of students' personal learning time, especially the group learning method based on problem exploration. Students have spent a lot of time and energy in communication, discussion, finding materials, completing works, work display and other additional work.
4.2.2 students have difficulty in self-regulated learning before class. When students learn video independently before class, they get their usual grades after video learning. Individual students will click the video and put it aside.

REFERENCE
Abstract: The purpose of the study is to find the constraints of the popularity of the movement among the elderly in the city of JiaoZuo, and then to explore scientific and effective development strategies. Research shows that: the practice content is mainly prescribed and self-selecting, competitive set only some middle-aged and elderly men in practice, and lack of specialized arena space; Suggestions: Increase publicity efforts to let more people understand the sport; strengthen the training of tai chi softball instructors; establish and improve organizational structures, strengthen organizational management, and organize more competitions and activities.

Key words: JiaoZuo City; Middle and old people; Tai Chi softball; present situation; Countermeasures

1 THE BASIS FOR THE SELECTION OF QUESTIONS
With the development of society and the continuous improvement of people's living standards, physical fitness plays an increasingly important role in the daily life of middle-aged and old people. Physical fitness has become an important part of the life of middle-aged and elderly people, and carrying out physical fitness for middle-aged and old people can enhance the physical fitness of middle-aged and old people, enrich the spiritual and cultural life of middle-aged and old people, and improve the quality of life of middle-aged and elderly people. It is an important carrier to show the contemporary middle-aged and old people's love of life, positive spirit, and promote people and shun, family harmony, social harmony. [1]

Tai chi soft ball movement is a new, with national heritage and strong philosophy, which combines traditional ( tai chi ) sports methods with modern competitive characteristics, and combines fitness, entertainment, fun, athleticism, performance, adaptability and diversity of activities. [3]The project is less limited by site time, basically not affected by weather factors, not limited by factors such as age and gender occupation, the cost of expenditure is low, basically not subject to economic conditions. Tai chi soft ball movement is a systemic sport, it combines tai chi, aerobics, tennis and other sports, can make the neck, shoulders, waist, legs and so on to get balanced and comprehensive development, especially because the changes in circular movements are more complex, random and diverse, the central nervous system function and development of multi-directional thinking have a good role. [4]It is also a kind of exercise volume can be flexible adjustment of the movement, poor physical strength can be easy to work, to change, can be lightly thrown light, the amount of exercise can be their own grasp and adjustment: good physical strength can be left to right sudden, fancy passing ball. Therefore, tai chi softball once the first to be recognized by the elderly, to improve the physical and mental health of the elderly has great significance.

The campaign was invented in 1991 by Professor Bai Wei. It began introducing coke in 2007 and now fans of the city have set up an association of more than 200 members. As the home of Tai chi, the city of JiaoZuo has a very good physical fitness has become the first to be recognized by the elderly, to improve the physical and mental health of the elderly has great significance.

The fans of the JiaoZuo Tai Chi Softball often perform at the opening ceremony of various activities, among which there is no shortage of technical excellence, such as the current vice president and head coach of the Tai Chi Softball Association of Zhu Sufang, who was awarded the 13th Tai Chi Softball Congress in Henan Province in 2019 for the gold medal in personal selection. The promotion and popularization of tai chi softball has a positive role in promoting the work of national fitness, which can not only improve the physical fitness of exercisers, but also have a positive effect on the construction of a harmonious society.

2 RESEARCH METHODS
2.1 DOCUMENTATION
According to the needs of the subject, in Henan University of Technology Library, China Knowledge Network and Wanfang database, such as the collection and collation of relevant information, access to tai chi soft ball on the health effects of middle-aged and elderly, tai chi soft ball development status quo and other relevant literature and books for reference.

2.2 INTERVIEW METHOD
Through the field to the city of JiaoZuo Taiji softball practice enthusiasts to visit the transcript, to understand the middle-aged and old people on the true view of tai chi softball. Through the interview with Wang Mei, Zhu Sufang and Chen Xiuju, the relevant person in charge of the Taiji Softball Association of the city of JiaoZuo, learn
more about the development status of the tai chi softball in the middle-aged and old people of the city, and some of their opinions and opinions.

2.3 QUESTIONNAIRE METHOD
After consulting the relevant literature, according to the purpose and main content of the study, a questionnaire was designed to distribute 110 questionnaires and 100 retractions to middle-aged and elderly tai chi softball practitioners who exercised at exercise sites such as the People's Park, People's Square and Railway Station Square in the city of JiaoZuo, with a recovery rate of 90.9%. Of these, 98 were valid questionnaires, with an effective rate of 98%.

The validity test of the questionnaire In order to ensure the validity of the questionnaire, I sent the questionnaire to 8 relevant tai chi softball experts for evaluation. The results are shown in Table 1, so the questionnaire is valid.

Table 1 Expert evaluation of the validity of the questionnaire

<table>
<thead>
<tr>
<th>content</th>
<th>Very effective</th>
<th>More effective</th>
<th>So so</th>
<th>Not very effective</th>
<th>void</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content validity</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Structural validity</td>
<td>5</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Regarding the questionnaire's confidence test, the authors used the repeated survey method to distribute 30 more questionnaires in the last issued region 15 days after the first distribution, and obtained that the questionnaire was related to r=0.85, so that it could be Prove that the questionnaire is credible.

2.4 MATHEMATICAL STATISTICS
Using EXCEL software, the data obtained from the questionnaire are analyzed and processed to produce the relevant forms.

2.5 LOGIC ANALYSIS
Using logical reasoning method, the results of the study are carried out from the whole and macro, so that the data can be better presented and the relevant results obtained by the better research. Inductive, analytical and comprehensive conclusions are drawn to ensure the tightness of the paper.

3 RESEARCH RESULTS AND RESEARCH ANALYSIS

3.1 RESULTS AND ANALYSIS OF THE SITE SELECTION OF MIDDLE-AGED AND ELDERLY TAI CHI SOFTBALL EXERCISERS IN THE CITY OF JIAOZUO

Table 2 Table of Venue Selection for Middle-aged and Elderly Tai Chi Softball Exercisers in the City of JiaoZuo (N=98).

<table>
<thead>
<tr>
<th>venue</th>
<th>Number</th>
<th>proportion</th>
<th>subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Park</td>
<td>29</td>
<td>29.59%</td>
<td>91.66%</td>
</tr>
<tr>
<td>B. Square</td>
<td>22</td>
<td>22.45%</td>
<td>72.86%</td>
</tr>
<tr>
<td>C. Community</td>
<td>47</td>
<td>47.96%</td>
<td>15.31%</td>
</tr>
<tr>
<td>D. Playground</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>E. Other</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

As can be seen from Table 2, the largest number of elderly tai chi softball exercisers in the city of JiaoZuo chose the community as the practice ground, followed by parks and squares. In general, people choose to exercise outdoors, because of some reasons, such as the facilities, and Ms. Wang Mei's community every night at the appropriate time to provide a place for practitioners to practice, so the middle-aged and elderly tai chi softball exercisers choose to practice at night a larger proportion of people. Through the interview learned that the middle-aged and elderly tai chi softball enthusiasts are still very willing to practice in parks, squares and other places, because in these outdoor places, the air will be better, the atmosphere of exercise is better, but due to the limited space, other exercises are more people, and there are some self-selecting sets of the need for a larger venue. Everyone in the usual practice is also scattered in various places, if there can be a special place for tai chi softball enthusiasts to practice, we learn and exchange with each other, in improving technology at the same time can enhance feelings, can promote the development of the elderly tai chi softball movement in the city of JiaoZuo.

3.2 RESULTS AND ANALYSIS OF CONSUMPTION TYPES OF MIDDLE-AGED AND ELDERLY TAI CHI SOFTBALL EXERCISERS IN THE CITY OF JIAOZUO

Table 3 Table of consumption types for middle-aged and elderly tai chi softball exercisers in the city of JiaoZuo (N=98).

<table>
<thead>
<tr>
<th>options</th>
<th>subtotal</th>
<th>proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Beat clothing</td>
<td>85</td>
<td>86.73%</td>
</tr>
<tr>
<td>B. Tuition fees</td>
<td>3</td>
<td>3.06%</td>
</tr>
<tr>
<td>C. Book discs</td>
<td>2</td>
<td>2.04%</td>
</tr>
<tr>
<td>D. Competition</td>
<td>1</td>
<td>1.02%</td>
</tr>
<tr>
<td>E. Other</td>
<td>7</td>
<td>7.14%</td>
</tr>
</tbody>
</table>

As can be seen from Table 3, the consumption of tai chi softball exercisers in the city of JiaoZuo is mainly in the racket clothing, accounting for 86.73 percent, practicing tai chi softball, racket is essential, in the prescribed set and self-selecting set of performances, but also need to buy uniform clothing. In addition, the proportion of other consumption is relatively small. It can be concluded that practicing tai chi softball is not very demanding on people's economic level, it is easier to carry out in the crowd.

3.3 RESULTS AND ANALYSIS OF THE PURPOSE OF EXERCISE FOR MIDDLE-AGED AND ELDERLY TAI CHI SOFTBALL EXERCISE PRACTITIONERS IN THE CITY OF JIAOZUO

Table 4 Table of purposes for exercise for middle-aged and elderly tai chi softball exercisers in JiaoZuo city (N=98).

<table>
<thead>
<tr>
<th>options</th>
<th>subtotal</th>
<th>proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Strong and healthy</td>
<td>91</td>
<td>92.86%</td>
</tr>
<tr>
<td>B. Interpersonal</td>
<td>47</td>
<td>47.96%</td>
</tr>
<tr>
<td>C. Growth technology</td>
<td>15</td>
<td>15.31%</td>
</tr>
</tbody>
</table>
As can be seen from Table 4, the purpose of most practitioners participating in tai chi softball is to strengthen their bodies and cultivate their emotions. There are some practitioners to participate in tai chi softball the purpose of interpersonal communication and personal hobbies, the purpose is to increase technology and other proportions are less, from the results of the survey we can conclude that the elderly in the city of JiaoZuo to participate in tai chi softball sports purposes are still relatively diverse, which also shows to some extent that tai chi softball can bring many benefits to people. With the increase of age, physical function begins to deteriorate gradually, and immunity and memory begin to decline. As can be seen from Table 4, the main purpose of the exerciser's participation in tai chi softball is to strengthen his body and cultivate his or her emotions. In the competitive practice, because tai chi soft ball movement is not straight to the ball, the throwing process is an arc process, the practitioner can choose to hit the ball at different angles and directions. When hitting a ball, the practitioner can use a combination of actions to send the ball out, such as turning around and sending the ball. Such a way of batting is not only elegant, very ornamental, but also make it difficult for opponents to judge the drop point of the ball, practitioners need to focus on the practice, always pay attention to the direction of the ball, which makes the elderly need to think quickly to judge, the nervous system of middle-aged and elderly have a certain exercise effect, can effectively reduce the incidence of Alzheimer's disease. In the practice, sometimes the exerciser needs to carry out head-up, chest and body movements, these actions can make the chest expand, so that more alveoli expansion, with the increase of exercise movements, these actions can make the chest expand, so that the breathing muscles strengthen, so that the exerciser needs to carry out head-up, chest and body movements to community, parks and squares, also make it difficult for opponents to judge the drop point of the ball, practitioners need to focus on the practice, always pay attention to the direction of the ball, which makes the elderly need to think quickly to judge, the nervous system of middle-aged and elderly have a certain exercise effect, can effectively reduce the incidence of Alzheimer's disease. In the practice, sometimes the exerciser needs to carry out head-up, chest and body movements, these actions can make the chest expand, so that more alveoli expansion, with the increase of exercise movements, these actions can make the chest expand, so that the breathing muscles strengthen, so that the exerciser's respiratory system is well improved. At the same time, in the practice, most of the movements need to be waist-based axis for a lot of rotation, can make the waist muscles get exercise, improve the flexibility of the waist joint. It can be seen that whether it is competitive or prescribed and self-selecting sets, can indeed play a role in physical fitness.

3.4 THE RESULTS AND ANALYSIS OF THE WAYS IN WHICH THE TAI CHI SOFTBALL MOVEMENT IS UNDERSTOOD BY THE MIDDLE-AGED AND ELDERLY IN THE CITY OF JIAOZUO

Table 5 The path table for older people in the city to understand the movement of tai chi softballs (N=98).

<table>
<thead>
<tr>
<th>Way</th>
<th>Number</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Digital TV</td>
<td>1</td>
<td>1.02%</td>
</tr>
<tr>
<td>B. Internet</td>
<td>6</td>
<td>6.12%</td>
</tr>
<tr>
<td>C. Newspapers</td>
<td>8</td>
<td>8.16%</td>
</tr>
<tr>
<td>D. Friends</td>
<td>79</td>
<td>80.61%</td>
</tr>
<tr>
<td>E. Other</td>
<td>4</td>
<td>4.08%</td>
</tr>
</tbody>
</table>

As we can see from Table 5, the elderly in the city of JiaoZuo learn about tai chi softball mainly through the introduction of friends. From this, we can see that the promotion and promotion means of tai chi softball movement in the city of JiaoZuo are still very single, and do not make full use of the network, newspapers and television to promote tai chi softball movement. In response to this problem, the relevant departments can make full use of various channels to carry out publicity, so that more middle-aged and elderly people in the city of JiaoZuo to learn about the movement, participate in the movement, thereby promoting the development of the city's middle-aged and elderly tai chi softball movement.

3.5 RESULTS AND ANALYSIS OF THE PARTICIPATION OF TAI CHI SOFTBALL PRACTITIONERS IN THE CITY OF JIAOZUO

As can be seen from the figure, the number of times the practitioners of tai chi softball sports in the city of JiaoZuo participated in the competition was more polarized, with the largest number of practitioners who had not participated in the competition at one time or less, and the second largest number of practitioners who had participated in 6 competitions and above. Through the visit survey learned that and the practitioners have participated in provincial competitions, but usually in the JiaoZuo to participate in the game is still very few opportunities. By holding the competition can not only make the practitioner establish the concept of correct action, but also allow the contestants to communicate very well, which is conducive to the development of tai chi softball in the city of JiaoZuo. Therefore, it is necessary to organize more competition activities in the future.

4 CONCLUSIONS AND RECOMMENDATIONS

4. CONCLUSION

Tai Chi softball sports by the elderly in the city of JiaoZuo, the current development of the status quo is good, the practice is mainly middle-aged and elderly women, the practice ground to community, parks and squares, practitioners to participate in tai chi softball sports to strengthen the body, edifying sentiment-based. At present, the publicity of tai chi softball in the city of JiaoZuo is not enough, most of the practitioners through the introduction of friends to understand the sport, publicity means more single, publicity is not enough. The practice content is mainly based on the prescribed and self-selecting sets, the content is more single, lack of professional arena. At present, there is still a relative lack of professional tai

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chi softball coaches, although practitioners will also go out to study, but the opportunity is relatively small, and the number of people studying out each time is very limited. With a dedicated coach, not only can help everyone to improve the enthusiasm of technology and contact, but also conducive to the promotion of tai chi softball sports in the city of JiaoZuo.

There are relatively few competitions and communication activities related to tai chi softball in the city of JiaoZuo, which is not conducive to the promotion and development of tai chi softball.

Although there are still some problems in the development of tai chi softball in the city of JiaoZuo, the enthusiasm of the practitioners for participation is still very high, and the overall development prospects are still relatively optimistic.

5 RECOMMENDATIONS

5.1 OPTIMIZE PUBLICITY TOOLS TO ATTRACT MORE PEOPLE TO PARTICIPATE

Through the previous survey, we can learn that most of the elderly in the city of JiaoZuo are still introduced by friends to learn about tai chi softball sport. Due to the rapid development of the Internet, shaking sound, fast hands and other short video platform is very popular, many middle-aged and elderly people are also very fond of it, so you can use the short video platform, as well as WeChat public number such media, some performance videos and teaching videos hanging on it, so that more people will understand the sport, like and participate in the sport, thereby increasing participation in tai chi softball, but also Can better promote people to communicate and enhance technology.

5.2 SOUND ORGANIZATIONAL MANAGEMENT

At present, the middle-aged and elderly tai chi enthusiasts in the city of JiaoZuo set up the association spontaneously in 2017, but the association usually organizes some activities, competitions when limited strength, usually to participate in some activities required clothing and equipment costs are paid for by the association personnel themselves. It is hoped that the relevant departments will increase their support for the association so that they can better organize training and conduct competitions.

5.3 STRENGTHEN THE TRAINING AND DEVELOPMENT OF COACHES

In the city of JiaoZuo, although at present in practice, the relatively good technology will take the initiative to guide other practitioners, but the specialized coaches are still relatively lacking. Not only can we guide in the usual practice, but also can play a role in promotion, can effectively increase the city of JiaoZuo Taiji soft ball movement practitioners and improve everyone's technical level can also help a lot.

5.4 ORGANIZE MORE COMPETITIONS AND EXCHANGE ACTIVITIES

Competition and communication is the best promotion of the project, through the holding of various competitions and exchange activities, not only to let more people see, understand the tai chi softball sport, attract more people to participate, but also through the game can make everyone's movements more standardized, unified, so that we have the correct movement concept, conducive to the spread and development of tai chi softball movement. In addition to improving the technical level, we can also carry out technological innovation and emotional exchange through communication.

REFERENCES


Oxygen Saturation Change Model Based on Partial Least Squares Regression

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Abstract: Oxygen saturation can be used to assess physical condition in real time. In this paper, the blood oxygen content measured by pulse wave sphygmomanometer is studied horizontally, and combined with a variety of influencing parameters, the blood oxygen saturation is quantitatively analyzed. The model of oxygen saturation change was established, and the suggestions for biomedicine were summarized. A partial least squares regression model is established. Firstly, according to the properties of the samples, the mean value and standard deviation of oxygen saturation samples of each person in the given time period are calculated as the characteristic values of the samples and visualized by images. Secondly, combined with two discrete indicators: gender and smoking, two continuous indicators: BMI index and age, the influence of discrete indicators on the characteristic data and the correlation degree were analyzed. Through the analysis, we can see that the discrete data has no obvious sign of classification for the characteristic data. Therefore, the discrete index is continuous, and the Pearson correlation coefficient of the continuous index and the characteristic quantity is obtained, and the partial least squares regression model of the independent variable index and the dependent variable characteristic index is established, and the change characteristics of the oxygen saturation of the four factors such as gender, smoking situation, BMI index and age are obtained In order to represent a person. According to the second question, the influence of age on oxygen saturation is obtained by comparing the data of young and old people. Firstly, two age groups are obtained by K-means clustering, and the characteristic data between them are analyzed. The results show that the oxygen saturation level of the elderly is slightly lower, the fluctuation is slightly higher, and the individual difference is lower than that of the young people. Based on this conclusion, reasonable medical guidance and suggestions are given. Key words: Oxygen saturation samples; partial least squares regression model; Pearson correlation coefficient; K-means clustering

1. INTRODUCTION
Pulse oximeter is a widely used instrument in clinic. Under normal conditions, arterial oxygen saturation is 98%, venous oxygen saturation is 75%. In the internal environment, the oxygen required by metabolism is realized by the respiratory system. The oxygen inhaled by human body enters into the internal environment through alveolar cells. Secondly, it combines with hemoglobin in red blood cells in plasma through free diffusion to form oxygen and hemoglobin, which are then transmitted to each cell. Therefore, blood oxygen saturation is an important physiological parameter reflecting respiratory and circulatory function. At the same time, it is also known as a key health index evaluation factor. When oxygen saturation is low, it will lead to insufficient energy supply, shortness of breath, and even threaten people's health. It has important biological and medical significance for human health to study the influencing factors of blood oxygen saturation, predict and adjust blood oxygen saturation in time.

In this paper, the partial least squares regression model is used to establish regression equation for parameter index and characteristic index, so as to determine the variation law of oxygen saturation of a person according to several parameters. In this paper, the analysis of the influence of discrete data on oxygen saturation is taken as an innovation point. The influence of two discrete indicators on oxygen saturation is visualized and the correlation degree is observed. If the influence degree is large, the discrete data is classified; if the influence degree is small, the discrete data is processed continuously.

2. ESTABLISHMENT AND SOLUTION OF THE MODEL
With the improvement of computer science and technology, image processing is widely used in people's life practice. Due to the rich information contained in it, more and more people are committed to image research. In order to reveal the dissolution behavior of iron tailings in blast furnace slag, the main component of iron tailings[1], silicon dioxide, is studied directly, and the melting process of silicon dioxide particles at high temperature is studied to characterize the melting of iron tailings. According to the fault CCD video shooting system with magnification effect, a series of continuous images of silica melting are obtained, and the melting behavior is analyzed to provide guidance for the preparation of slag wool in the process of tailings addition and thermal compensation.

2.1 CHARACTERISTIC QUANTITY REPRESENTATION OF OXYGEN SATURATION
The oxygen saturation of each subject was measured continuously for about one hour at the frequency of 1Hz. The oxygen saturation sequence was a discrete figure with no obvious regularity. Therefore, we can not directly use
the oxygen saturation sequence, we can use the characteristic value of oxygen saturation to represent the classical mode of a person's oxygen saturation change. According to the nature of the sample, we take the sample mean and standard deviation as the eigenvalues of oxygen saturation. Sample mean is a statistic obtained from one or more random variables. Sample mean is a vector, in which each element is the arithmetic mean obtained by sampling random variables. It represents the number of trends in a set of data sets. It refers to the sum of all the data in a group of data and divides it by the number of this group of data. It is an indicator reflecting the trend of data concentration. Let \( x_{ij} \) be the \( j \) th random variable \( (j = 1, 36) \) \( (l = 1, N) \).

The sample mean \( m \) is the average of \( N \) observations of the \( j \) th variable:

\[
\bar{x}_j = \frac{1}{N} \sum_{i=1}^{N} x_{ij}
\]

Standard deviation is defined as the square root of the arithmetic mean of the square deviation square of the standard value of each unit of the population and its mean. It reflects the degree of dispersion among individuals within the group. Standard deviation is a measure of the dispersion of the average of a group of data\(^2\). A large standard deviation represents a large difference between most values and their average values; a small standard deviation indicates that these values are closer to the average value.

The calculation formula of the overall standard deviation is as follows:

\[
\sigma_j = \sqrt{\frac{1}{N} \sum_{i=1}^{N} (x_{ij} - \bar{x}_j)^2}
\]

Through the above calculation formula of mean value and standard deviation, we can get the oxygen saturation characteristic data of 36 people, and visualize the calculated data, as shown in the figure 1.

Figure 1 Distribution of mean and standard deviation

It can be seen from the figure that there is a strong difference between the mean value and standard deviation of each person, and the mean value of oxygen saturation of each person is mainly distributed between \([95, 100]\), and the standard deviation is mainly distributed between \([0.3, 1.4]\). The data show that the normal oxygen saturation should not be lower than 94%, and it is insufficient oxygen supply if it is below 94%. Therefore, we want to get the relationship between the mean value and variance of oxygen saturation of each person, so as to characterize the change rule and model of oxygen saturation by several parameters.

2.2 ESTABLISHMENT OF PARAMETER AND CHARACTERISTIC DATA TABLE

From the data table, we can get four index factors: gender \( x_1 \), smoking situation \( x_2 \), BMI index \( x_3 \) and age \( x_4 \). Because of the small number of variables, we analyze the influence of the index factors on the characteristic data and the degree of correlation\(^3\). Among them, it can be found that gender and smoking are discrete data, BMI and age are continuous data. We can establish regression model for continuous data, and get the correlation coefficient between parameters and characteristic data to solve; for discrete data, we can judge whether it can be classified, and we can analyze two cases: one is discrete type

Therefore, the relationship between continuity index and feature data can be established in the column. Secondly, the difference of discrete data for feature data is small. In this case, the classification effect is not obvious, and the difference between categories cannot be distinguished. Therefore, we transform the discrete data into continuous data to solve the problem.
Partial least squares regression is a new multivariate regression method. It mainly studies the multiple correlations among variables, the least square regression method is more effective. In addition, partial least squares regression can better solve the problem of less samples, so partial least squares regression has become the second generation regression analysis method. The main idea of partial least squares is to find the best function matching of a group of data by minimizing the sum of squares of errors. The least square method is to use the simplest method to get some absolute unknowable true values, and make the sum of the squares of errors to be the minimum. Then a straight line is obtained to fit the functional relationship between the input parameters and the characteristic data, so as to establish the regression curve model.

In order to measure the correlation between variables and better understand the relationship between variables, Pearson correlation coefficient is introduced as our reference data, and the final result is between -1 and 1. The result is the quotient of covariance and standard deviation between the two variables. We record the independent variable index and dependent variable index as the set variable $u_i$, where $u_i, i = 1, 2, 3, 4$ is the independent variable index and $u_i, i = 5, 6$ is the dependent variable index.

In this regard, covariance is introduced. The calculation formula of covariance between two sets and between $u_i, u_j$ is as follows:

$$\text{COV}(U_i, U_j) = \frac{1}{n-1} \left( \sum_{i=1}^{6} U_i - \bar{U}_i \right) \left( \sum_{j=1}^{6} U_j - \bar{U}_j \right)$$

According to the above formula, we can get the correlation coefficient matrix of the six variables and establish the thermodynamic diagram. As shown in the figure 3:

![Figure 3 Correlation coefficient thermodynamic diagram](image)

From the above figure, we can observe that the darker the color is, the closer the result is to 1, and the two variables are positively correlated; the lighter the color, the closer the result is to -1, and there is a negative correlation between the two variables. From the relationship between the two groups of variables, gender, smoking and oxygen saturation mean positive correlation; BMI index, age and oxygen saturation mean negative correlation. Gender and smoking were negatively correlated with oxygen saturation standard deviation, BMI index and age were positively correlated with oxygen saturation standard deviation.

In order to observe the marginal effect of each variable in the interpretation more intuitively and quickly, the regression coefficient image can be drawn. As shown in the figure 4:

![Figure 4 Histogram of regression coefficient](image)

From the regression coefficient diagram, we can immediately observe that for the mean characteristic variable of oxygen saturation, gender is a parameter variable with low explanatory power, while smoking is positively correlated with mean value. The mean oxygen saturation of non-smokers is generally lower than that of smokers; BMI and age are negatively correlated with mean characteristics, indicating that B The higher the MI, the lower the oxygen saturation. For female smokers, the fluctuation of oxygen saturation was more stable than that of standard oxygen saturation within one hour. The higher BMI index, the higher the age, the greater the variation of oxygen saturation in a certain period of time.

### 2.4 DATA COMPARISON BETWEEN THE YOUNG AND THE ELDERLY

We analyze the oxygen saturation characteristic data of young and old people, and get the mean and standard deviation data of oxygen saturation of each person. Through the data feature extraction of young and old people, we can analyze whether the characteristic mode of oxygen saturation of the elderly has changed. We extract the features of two kinds of population data and get four characteristic indexes: maximum value, minimum value, mean value and variance. The data are shown in the table below.

<table>
<thead>
<tr>
<th>Oxygen Saturation</th>
<th>Mean</th>
<th>Std</th>
</tr>
</thead>
<tbody>
<tr>
<td>young people</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Std</td>
<td></td>
<td></td>
</tr>
<tr>
<td>older people</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Std</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Min</td>
<td>94.4</td>
<td>93.7</td>
</tr>
<tr>
<td>young people</td>
<td>0.34</td>
<td>0.46</td>
</tr>
<tr>
<td>Std</td>
<td></td>
<td></td>
</tr>
<tr>
<td>older people</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Std</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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From the above data, we can see that the oxygen saturation of young people is slightly higher than that of the elderly. First of all, in terms of the characteristic mean value of oxygen saturation of each person, the minimum value of young people is higher than the minimum value of old people, the maximum value of young people is higher than the maximum value of elderly people, and the average average value of oxygen saturation of young people is higher than the average average value of elderly people. We can analyze that the oxygen saturation level of young people is slightly higher than that of old people. And among young people, the fluctuation of oxygen saturation content is lower than that of old people.

In the aspect of the characteristic data of oxygen saturation standard deviation, the fluctuation range trend of oxygen saturation of young people is larger than that of old people. It can be analyzed that the difference between young people is higher than that of old people, the indicators of the elderly tend to be general, and the individual difference of the elderly is less than that of the youth. From this, we can get that compared with young people, the change characteristics of the elderly have changed, the difference between the elderly is small, and the overall trend is the same, and there is no significant difference in oxygen saturation of young people.

Oxygen plays a decisive role in strengthening the immune system. Proper oxygen inhalation is conducive to promoting blood circulation of skin, speeding up the excretion of toxins, making the skin elastic, and improving the quality of sleep. For pregnant women, it is conducive to increase blood oxygen concentration, conducive to the development of the fetus. For the elderly, oxygen inhalation can resist disease, delay aging and improve the quality of life. For mental workers, oxygen inhalation can increase blood oxygen concentration, conducive to the development of the fetus. For the elderly, oxygen inhalation can resist disease, delay aging and improve the quality of life. For mental workers, oxygen inhalation can increase blood oxygen concentration, conducive to the development of the fetus. For the elderly, oxygen inhalation can resist disease, delay aging and improve the quality of life. For mental workers, oxygen inhalation can increase blood oxygen concentration, conducive to the development of the fetus. For the elderly, oxygen inhalation can resist disease, delay aging and improve the quality of life. For mental workers, oxygen inhalation can increase blood oxygen concentration, conducive to the development of the fetus. For the elderly, oxygen inhalation can resist disease, delay aging and improve the quality of life. For mental workers, oxygen inhalation can increase blood oxygen concentration, conducive to the development of the fetus. For the elderly, oxygen inhalation can resist disease, delay aging and improve the quality of life. For mental workers, oxygen inhalation can increase blood oxygen concentration, conducive to the development of the fetus. For the elderly, oxygen inhalation can resist disease, delay aging and improve the quality of life. For mental workers, oxygen inhalation can increase blood oxygen concentration, conducive to the development of the fetus. For the elderly, oxygen inhalation can resist disease, delay aging and improve the quality of life. For mental workers, oxygen inhalation can increase blood oxygen concentration, conducive to the development of the fetus. For the elderly, oxygen inhalation can resist disease, delay aging and improve the quality of life. For mental workers, oxygen inhalation can increase blood oxygen concentration, conducive to the development of the fetus.
regression analysis to increase the characteristic index of oxygen saturation.

REFERENCES
Credit Risk Assessment of Bank Customers Based on Logistic Multiple Regression

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Abstract: The personal credit risk of bank customers is an important factor leading to bank bankruptcy, and scientifically and effectively identifying personal credit risk is an important step in achieving high bank credit returns. First, analyze the customer credit risk scoring samples and observe that there are continuous indicators and discrete indicators. Using Spearman correlation analysis, it is found that the correlation coefficient is mostly below 0.3, and the correlation is small. The PCA method is used to reduce the dimensions of the two types of indicators, and finally get 8 indicators. Secondly, based on the credit risk of two grades of good and bad, 80% of the data were randomly selected, and the Logistic multiple regression classification model was established. The classification accuracy rate was 76.8%, and the significance test was passed. When the classification limit is 0.7, the accuracy rate reaches 82.38%. Then, using the remaining 140 high-quality customers and 60 bad customers as the test set, using the established Logistic multiple regression model, substituting the sample data into the logistic function of the model, the overall personal credit risk classification accuracy rate is 84.5%. The result is greater than the correct rate of the training set, and the significance test shows the rationality of the model.

Keywords: Logistic multiple regression; Spearman correlation analysis; PCA; Customer reputation risk

1. INTRODUCTION

The bank's customer credit evaluation is the core content of bank loan management. According to the World Bank’s crisis research on the banking industry, lending to people with higher personal credit risk and unable to repay debts is the main reason for the risks of bank operations. Therefore, in order to increase the yield of bank credit, the establishment of scientific, accurate, and discrete indicators is essential. A reasonable personal credit evaluation system is very necessary to be able to accurately judge personal credit risks.

Nowadays, traditional credit risk assessment methods are becoming more mature, and many quantitative technologies and supporting tools and software can be applied. Moreover, credit rating method, credit scoring method and expert system method are widely used in domestic and foreign credit decision-making [1]. However, traditional methods generally have shortcomings such as insufficient financial data evaluated and inconsistent quantitative standards. In modern evaluation, statistical methods have been widely used, including Logit and Probit models that pay more attention to fine quantification, as well as neural networks, expert systems, classification trees, etc. in artificial intelligence technology [1]. The statistical model can obtain a more uniform evaluation standard through the weighted average of a single indicator. However, this method has an obvious defect, that is, the weight of the evaluation indicator is subjective and ignoring factors that are difficult to measure. Therefore, it needs to be based on the existing establishment of a more scientific and effective evaluation model on the basis.

2. EXPERIMENTAL

2.1 PROBLEM ANALYSIS

In order to establish a scientific bank customer personal credit risk assessment model based on the 20 indicator variables given in the title, and to judge the quality of the customer’s personal credit, it is first necessary to reduce the dimensionality of the indicator information and cluster the highly correlated indicator variables. Summarized into several key aspects that can be used to judge the merits of credit.

Since the 20 indicators for evaluating personal credit need to be divided into two categories: continuous indicators and discrete indicators, the continuous and discrete are processed separately through PCA main-level analysis to obtain the main total indicator Z (Z<20) after dimensionality reduction. After that, the Z evaluation indicators after the dimensionality reduction process are brought into the Logistic multiple logistic regression algorithm for processing, and the evaluation function on personal credit is established, and finally the bank personal credit risk assessment model is obtained. For the remaining 20% of the samples tested in the model. First, the reliability of the established personal credit evaluation model is tested through the neural network in artificial intelligence, and then the remaining samples are brought into the established Logistic multiple regression credit risk evaluation model for organic result testing. Based on the remaining sample test results of 140 high-quality customers and 60 bad customers, a reasonable evaluation of the established Logistic multiple regression credit risk assessment model is carried out.

2.2 CREDIT RISK ASSESSMENT MODEL BASED ON PCA AND LOGISTIC MULTIPLE REGRESSION

(1) PCA index dimensionality reduction processing model. Index samples have a certain similarity, so it is necessary to use quantitative methods to classify them, and use a
The principal component here is the variable obtained by linear combination of the 20 related attributes in the evaluation index. This change makes the variance of the transformed variable the largest part. The principal components are orthogonal to each other. From the first principal component, the principal components are arranged in order of magnitude according to the degree of dispersion of the sample points in the principal component direction. The contribution rate $\lambda_i$ of the principal component $\lambda_i$ can be expressed by the following formula:

$$ \eta_i = \frac{\lambda_i}{\lambda_1 + \lambda_2 + \ldots + \lambda_p} $$  (1)

Among the principal components, the principal components with small variance or small $\lambda_i$ are considered to include the number of supporters, etc. These variables are not introduced into the model during analysis, so that the principal components of the analysis are reduced to achieve the purpose of dimensionality reduction.

Step2: Calculate the covariance matrix. There are many indicators for judging personal credit, so there are many dimensions when calculating the covariance. Use a matrix to organize such data:

$$ \text{cov}(X, Y) = \sum_{i=1}^{n-1} \frac{(X_i - \bar{X})(Y_i - \bar{Y})}{n-1} $$  (3)

Step3: Arrange the relevant attributes in the evaluation indicators in columns to form a vector. The number of sample sets in this topic is $N = 20$, and $X_i$ is the $i$-th sample set data, then the overall distribution matrix of the monitoring data set:

$$ S_i = (X_i - \mu)(X_i - \mu)^T $$  (4)

Among them: $\mu$ is the mean vector of the data set,

$$ \mu = \frac{1}{N} \sum_{i=1}^{N} X_i $$  (5)

Make $X = [X_1, \mu, X_2, \mu, \ldots, X_N, \mu]$. So $S_i = XX^T$ due to $S_i$ is a symmetric matrix. It can be diagonalized: $S_i = WW^T$. If $X$ does a linear transformation: $Y = W^T X$. Then the covariance matrix of $Y$: $Y = YY^T = W^T XX^T W$.

Therefore, after the above linear transformation, the covariance matrix of matrix $Y$ becomes a diagonal matrix, eliminating the redundancy between data.

Orthogonalize each column vector of $W$ as: $[W_1, W_2, W_3, \ldots, W_k]$, The projection of the data group vector $X_i$ in the subspace composed of $W_1, W_2, W_3, \ldots, W_k$ is $Q = WTX_i$. During reconstruction:

$$ X = \sum_{i=1}^{q} \mu_i W_i Q_i + \sum_{i=q+1}^{k} \mu_i W_i Q_i $$  (9)

If only the first $e$ projections are used for reconstruction, the reconstruction error in the sense of least mean square:

$$ e_{ms} = \frac{1}{N} \sum_{i=1}^{N} \| X_i - \sum_{i=q+1}^{k} \mu_i W_i Q_i \| $$  (10)

Among them: $\lambda_i$ is the eigenvalue of the matrix $S_i$. Therefore, the eigenvalues can be arranged from large to small, the eigenvectors corresponding to the largest first $e$ eigenvalues are selected, and the eigenvectors corresponding to the first $e$ eigenvalues of the data group vector are projected to obtain a set of coordinate coefficients, which represent the position of the image in the subspace can be used as a basis for identifying the data, so that the data group vector is reduced from the original dimension to the $e$ dimension. The $e$-dimensional vector is input to the classifier as a feature vector of the personal credit evaluation index vector for recognition.

(2) Analysis of PCA dimensionality reduction results.

Since 20 indicators for evaluating personal reputation risk are given in the title, they are $\{A_1, A_2, \ldots, A_{20}\}$. Through analysis and observation, it is found that there is a strong correlation between these 20 indicators, such as: working years $A_7$ and the existing deposit status $A_1$ has a high correlation. According to the actual situation, the longer a person works, the more money he earns. The higher the current savings account and the higher the savings account/debt. Therefore, we use the PCA algorithm for 20 indicators. The specific process of dimensionality reduction is as follows:

Step1: Observe data indicators, there are 7 continuous indicators: $\{A_2, A_5, A_8, A_{11}, A_{13}, A_{16}, A_{18}\}$, and 13 discrete variables: $\{A_1, A_3, A_4, A_6, A_7, A_9, A_{10}, A_{12}, A_{14}, A_{15}, A_{17}, A_{19}, A_{20}\}$. In order to explore whether there is a correlation between the two types of variables, the Spearman correlation coefficient test was performed on the indicators. The specific results are as follows:

![Figure 1 Spearman correlation coefficient matrix](image)

<table>
<thead>
<tr>
<th>Element</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2</td>
<td>0.898</td>
<td>0.011</td>
<td>0.188</td>
</tr>
<tr>
<td>A5</td>
<td>0.895</td>
<td>0.019</td>
<td>-0.242</td>
</tr>
<tr>
<td>A13</td>
<td>-0.009</td>
<td>0.735</td>
<td>-0.032</td>
</tr>
<tr>
<td>A11</td>
<td>0.078</td>
<td>0.626</td>
<td>0.055</td>
</tr>
<tr>
<td>A16</td>
<td>-0.026</td>
<td>0.570</td>
<td>-0.042</td>
</tr>
<tr>
<td>A8</td>
<td>-0.102</td>
<td>0.155</td>
<td>0.065</td>
</tr>
<tr>
<td>A18</td>
<td>-0.086</td>
<td>0.338</td>
<td>-0.423</td>
</tr>
</tbody>
</table>

By observing the above figure, it is found that the Spearman correlation coefficients between continuous variables and discrete variables are both less than 0.3, that is, the correlation between discrete variables and continuous variables is not strong, and principal
component analysis can be performed separately.

Step2: Perform principal component analysis on continuous variables, and the results of dimensionality reduction processing are shown in the following table 1:

It can be seen from Table 1 that there is a strong correlation between the index loan A2 and the credit amount A5, the correlation between age A13, the length of residence A11 and the number of loans A16 is strong, and the correlation between debt A8 and the number of dependents A18 is strong, Thus reducing the dimensionality of the continuous variable into three indicators, named Z1, Z2, and Z3 respectively.

Step3: Perform principal component analysis on discrete variables, and the results of dimensionality reduction processing are as follows:

Table 2 Discrete variable component matrix

<table>
<thead>
<tr>
<th>Element</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>0.731</td>
<td>-0.102</td>
<td>0.062</td>
<td>-0.038</td>
<td>0.052</td>
</tr>
<tr>
<td>A6</td>
<td>0.599</td>
<td>0.048</td>
<td>-0.046</td>
<td>-0.046</td>
<td>0.063</td>
</tr>
<tr>
<td>A3</td>
<td>0.477</td>
<td>0.012</td>
<td>0.095</td>
<td>0.143</td>
<td>0.462</td>
</tr>
<tr>
<td>A7</td>
<td>0.388</td>
<td>0.228</td>
<td>0.159</td>
<td>0.383</td>
<td>-0.040</td>
</tr>
<tr>
<td>A15</td>
<td>0.075</td>
<td>0.580</td>
<td>0.002</td>
<td>0.088</td>
<td>0.025</td>
</tr>
<tr>
<td>A12</td>
<td>-0.084</td>
<td>0.731</td>
<td>0.275</td>
<td>-0.158</td>
<td>-0.049</td>
</tr>
<tr>
<td>A17</td>
<td>-0.027</td>
<td>0.154</td>
<td>0.046</td>
<td>0.003</td>
<td>0.045</td>
</tr>
<tr>
<td>A19</td>
<td>0.088</td>
<td>0.038</td>
<td>0.796</td>
<td>-0.020</td>
<td>-0.034</td>
</tr>
<tr>
<td>A16</td>
<td>0.095</td>
<td>0.134</td>
<td>0.022</td>
<td>0.629</td>
<td>-0.099</td>
</tr>
<tr>
<td>A10</td>
<td>-0.345</td>
<td>-0.242</td>
<td>0.015</td>
<td>0.869</td>
<td>-0.018</td>
</tr>
<tr>
<td>A20</td>
<td>-0.088</td>
<td>-0.160</td>
<td>-0.190</td>
<td>0.847</td>
<td>0.277</td>
</tr>
<tr>
<td>A4</td>
<td>0.147</td>
<td>-0.143</td>
<td>0.112</td>
<td>-0.084</td>
<td>-0.069</td>
</tr>
<tr>
<td>A14</td>
<td>0.120</td>
<td>-0.223</td>
<td>0.136</td>
<td>-0.272</td>
<td>0.522</td>
</tr>
</tbody>
</table>

The table shows that demand deposit A1, savings account A6, credit history A3 and working years A7 are strongly correlated, housing situation A15 and property situation A12 are strongly correlated, occupation A17 and telephone A19 are strongly correlated, gender Marriage A9, guarantor A10, and foreigner A20 have a strong correlation, and loan use A4 has a strong correlation with other plans A14. As a result, the discrete variables are reduced to five indicators, namely: Z4, Z5, Z6, Z7, Z8.

In summary, the indicators of the final personal risk of the account, the personal reputation risk of the account, and the personal credit risk are divided into two levels: good and bad, so Logistic multiple logistic regression is used to determine the classification results of 800 training samples. The specific process is as follows:

Step1: Determine the logistic multiple regression results according to SPSS, as shown in the following table 3:

Table 3 Model fitting information

<table>
<thead>
<tr>
<th>Model conditions</th>
<th>-2 log likelihood</th>
<th>Bangla Degree freedom</th>
<th>of Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept only</td>
<td>977.383</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>finally</td>
<td>797.445</td>
<td>179.9388</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Step2: From Table 4, we can get that the coefficients of Z2, Z5, and Z8 are negative, indicating that they are inversely proportional to personal credit risk, and the rest of the indicators are all positive and proportional to personal credit risk. For the Wald significance test value, the P values of Z1, Z4, Z6, Z7, and Z8 are all less than 0.1, indicating that the coefficient of the corresponding independent variable is statistically significant and has a significant impact on the change of the dependent variable at different classification levels.

2.3 PERSONAL REPUTATION RISK ASSESSMENT MODEL BASED ON LOGISTIC MULTIPLE LOGISTIC REGRESSION

Here there are only two possible values for y, y=1 and Table 4 Estimated values of parameters

<table>
<thead>
<tr>
<th>lass</th>
<th>B standard mistake</th>
<th>Wald</th>
<th>Degree of freedom</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>-5.124</td>
<td>0.721</td>
<td>18.780</td>
<td>1</td>
</tr>
<tr>
<td>Z1</td>
<td>0.605</td>
<td>0.060</td>
<td>101.308</td>
<td>1</td>
</tr>
<tr>
<td>Z2</td>
<td>-0.120</td>
<td>0.093</td>
<td>1.675</td>
<td>1</td>
</tr>
<tr>
<td>Z3</td>
<td>0.186</td>
<td>0.126</td>
<td>2.169</td>
<td>1</td>
</tr>
<tr>
<td>Z4</td>
<td>0.426</td>
<td>0.153</td>
<td>7.716</td>
<td>1</td>
</tr>
<tr>
<td>Z5</td>
<td>-0.005</td>
<td>0.041</td>
<td>0.013</td>
<td>1</td>
</tr>
<tr>
<td>Z6</td>
<td>0.000</td>
<td>0.000</td>
<td>18.535</td>
<td>1</td>
</tr>
<tr>
<td>Z7</td>
<td>0.021</td>
<td>0.011</td>
<td>3.694</td>
<td>1</td>
</tr>
<tr>
<td>Z8</td>
<td>-0.347</td>
<td>0.093</td>
<td>14.065</td>
<td>1</td>
</tr>
</tbody>
</table>

So we can get the function equation as:

\[ y = \frac{1}{1 + e^{(-5.124+0.605Z1-0.122Z2+0.186Z3+0.426Z4-0.005Z5+0.021Z7-0.347Z8)}} \]

Step3: Classify the original data according to the obtained decision equation, and compare the results with the original classification as follows Table 5:

The final accuracy rate is 76.8%, the category accuracy
rate is high, and the model can be applied. After that, this article adjusts the threshold to 0.7. It is believed that when y≥0.7, the personal risk assessment is excellent; when y<0.7, the personal risk assessment is bad. At this time, we get the classification accuracy of the training samples as follows Table 6:

Table 5 Classification table

<table>
<thead>
<tr>
<th>Measured Predict</th>
<th>1.00</th>
<th>2.00</th>
<th>Correct percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00</td>
<td>504</td>
<td>56</td>
<td>90.0%</td>
</tr>
<tr>
<td>2.00</td>
<td>130</td>
<td>110</td>
<td>45.8%</td>
</tr>
<tr>
<td>Overall percentage</td>
<td>79.3%</td>
<td>20.8%</td>
<td>76.8%</td>
</tr>
</tbody>
</table>

Table 6 Classification table (threshold value 0.7)

<table>
<thead>
<tr>
<th>Measured Predict</th>
<th>1.00</th>
<th>2.00</th>
<th>Correct percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00</td>
<td>466</td>
<td>94</td>
<td>83.21%</td>
</tr>
<tr>
<td>2.00</td>
<td>47</td>
<td>193</td>
<td>80.42%</td>
</tr>
<tr>
<td>Overall percentage</td>
<td>64.13%</td>
<td>35.88%</td>
<td>82.38%</td>
</tr>
</tbody>
</table>

At this time, the percentage of correct classification reached 82.38% better than the previous 76.8%, so 0.7 was used as the critical condition for personal risk assessment.

Step 4: Analysis of the results of the personal reputation risk model. The established Logistic multiple regression credit risk assessment model is reasonable. Based on this, the model is used to test the remaining 200 samples of questions two and three and evaluate the model. The risk assessment model is used to process the data, and the principal component method is also used to reduce the dimensionality of the indicator variables. After obtaining the same 8 indicators, they are substituted into the Logistic function of the assessment model to obtain the y value of each sample. It is stipulated that when y≥0.7, the personal risk assessment is excellent; when y<0.7, the personal risk assessment is bad. The following classification results are obtained:

Table 7 Classification of remaining samples

<table>
<thead>
<tr>
<th>Measured Predict</th>
<th>1.00</th>
<th>2.00</th>
<th>Correct percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00</td>
<td>114</td>
<td>26</td>
<td>81.43%</td>
</tr>
<tr>
<td>2.00</td>
<td>5</td>
<td>55</td>
<td>91.67%</td>
</tr>
<tr>
<td>Overall percentage</td>
<td>59.50%</td>
<td>40.50%</td>
<td>84.50%</td>
</tr>
</tbody>
</table>

By calculating the percentage of correct classification, it is found that the decision equation established in problem 1 can explain the remaining sample categories well. Among them, the percentage of correct classification with poor personal credit risk assessment is 91.67%, and the overall correct percentage reaches 84.5%. It can be seen that the classification judgment effect is better. Good. In principle, the subject requirement is that I would rather classify a good customer as a good customer than a bad customer as a good customer, that is, I would rather kill a hundred by mistake than miss one.

3. RESULTS AND DISCUSSION

3.1 EVALUATION OF THE MODEL

(1) Advantages of the model

- This model is a multi-category model with many measurement indicators and a wide range of aspects. It has the advantages of high prediction rate, low data feature requirements, and fast training speed. It can comprehensively and effectively evaluate the risks of personal credit.
- The model is considered comprehensive, and the overall is simple and efficient to understand the application.
- The model is based on a planning model with the largest bank gains and the lowest credit risk of borrowing customers. The objectives considered are more comprehensive, and the solution results obtained are more conservative. Therefore, it is the safest lending model for banks.

(2) Disadvantages of the model

- The factors considered in the model are not complete, and the impact of different policies can also be considered.
- The test set is small, and the results obtained are not tested enough.

(3) Improvement of the model

- Increase the test data and use a larger set of numbers to further improve the scientificity and accuracy of the credit risk assessment model, and give a more reasonable assessment model.
- Through more complex knowledge such as game theory, enrich the bank's credit risk assessment model, increase the game and connection between customers and the bank, and improve the accuracy of the model.

4. CONCLUSIONS

In principle, the subject requirement is that I would rather classify a good customer as a bad customer than a bad customer as a good customer, that is, I would rather kill a hundred by mistake than miss one.

Observing Table 7 can find: For these 200 samples, there are 140 high-quality customers in category 1 and 60 inferior customers in category 2. Among them, there are 114 samples for category 1 judged as category 1, 26 samples for category 1 judged as category 2, and the correct rate is 81.43%; similarly, there are 5 samples for category 2 judged as category 1, and category 1 is judged. There are 55 samples in 2 categories, and the correct rate is 91.67%; because 91.67%>81.43%, that is, through the classification of this model, the classification accuracy rate of inferior customers is higher than the classification accuracy rate of high-quality customer service, and the classification accuracy rate is higher. So it meets the principled requirements-I would rather classify a good customer as a bad customer than classify a bad customer as a good customer.

It can be seen that the application of the established Logistic multiple regression credit risk assessment model is scientific, reasonable and feasible, and can accurately determine the pros and cons of customer credit and maximize the benefits of bank credit.

REFERENCES


Prediction Of Dust Thickness Based on PSO And BP Neural Network Algorithm

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*Corresponding Author.

Abstract: The accumulation of dust is a phenomenon that has always existed in our life. The accumulation of dust affects all aspects of People's Daily life, processing operations, production water and so on. Excessive accumulation of dust will even affect the safety of industrial production. This paper refers to a large number of relevant information and data about dust accumulation and builds a model of dust accumulation over time based on PSO and BP algorithm. Based on many historical data, it predicts the amount of dust residue, and simulates the change of dust in the body of a car parked in the open air for a long time.

Key words: Grey Correlation Analysis; BP Neural Network; Particle Swarm Optimization; Polynomial Data Fitting

1 THE INTRODUCTION
An epidemic has disrupted people's normal living habits and rhythms and reduced the flow of people. Many people find that dust accumulates in their homes after being away from home for a long time. Dust accumulation affects all aspects of people's life, operations, processing, production and so on, so it is a very valuable question to study the change of dust accumulation over time. We selected a city to analyze and determine the main factors affecting dust accumulation thickness. First of all, considering the information integrity, accuracy and other factors, we chose Beijing, the capital city with relatively rich and transparent information and data. Then determine the daily measurement of dust residue in Beijing road by Beijing Environmental Health Bureau as the index to measure dust thickness. Next, through the combination of common sense conjecture and reading relevant materials to analyze the factors that may affect the dust residual stock, data statistics and pretreatment. Finally, polynomial fitting data is used to describe the change of dust thickness with time, and to describe the change of the dust accumulation amount. Finally, polynomial data fitting is carried out to obtain the change relation of dust thickness with time. Due to the difficulty of obtaining indoor related data, outdoor related information is used to approximate the unsealed indoor environment and dust accumulation, so as to describe the final state of indoor dust when the time is long enough. Since BP neural network is easy to fall into local minimum, particle swarm optimization is superior in unconstrained nonlinear function optimization, so we use particle swarm optimization algorithm to optimize BP neural network, to improve its prediction accuracy, and reduce its fitting prediction error. After the predicted value of the daily dust residual amount is obtained, it is accumulated to obtain the dust accumulation amount. Finally, polynomial data fitting is carried out to obtain the change relation of dust thickness with time, and to describe the change of the body dust of a car parked in the open air for a long time.

Firstly, we chose Beijing, a city with abundant information and data, to measure the dust thickness by the amount of dust residue measured daily. The residual amount of dust is the quality of dust with a particle size less than or equal to 2mm collected by dust collection equipment in each square meter of the road after the road is cleaned. Then analyze the factors that may influence dust accumulation, and then collect dust residual stock and related factors in the first half of 2019: Minimum temperature, maximum temperature, wind force, AQI (Air quality Index), PM2.5, PM10, SO2, CO, NO2, O3_8h and their data of the whole year of 2019, make data statistics and eliminate and integrate data missing and abnormal. The grey correlation degree analysis method is used to analyze the factors that may affect the dust residual stock. Seven factors with great correlation are selected respectively: maximum temperature, wind, AQI (air quality index), PM10, SO2, CO, O3_8h.

We have calculated the correlation between the historical dust remnant stock and the main factors affecting the dust remnant stock. Here, we select the factors with high correlation to predict the dust remnant stock. We use BP neural network to predict the dust remnant stock. The main factors affecting the dust remnant stock are taken as the input layer with the number of layers being 1, and the dust remnant stock is taken as the output layer with the number of layers being 1. Predict the dust residue and get the error between the predicted value and the actual value. Finally, polynomial fitting data is used to describe the change of dust thickness with time. Due to the difficulty of obtaining indoor related data, outdoor related information is used to approximate the unsealed indoor environment and dust accumulation, so as to describe the final state of indoor dust when the time is long enough. Since BP neural network is easy to fall into local minimum, particle swarm optimization is superior in unconstrained nonlinear function optimization, so we use particle swarm optimization algorithm to optimize BP neural network, to improve its prediction accuracy, and reduce its fitting prediction error. After the predicted value of the daily dust residual amount is obtained, it is accumulated to obtain the dust accumulation amount. Finally, polynomial data fitting is carried out to obtain the change relation of dust thickness with time, and to describe the change of the body dust of a car parked in the open air for a long time.
c. It is assumed that the daily cleaning of the monitoring site has the same influence on the dust residual stock.  

3 SYMBOLS THAT 

<table>
<thead>
<tr>
<th>symbol</th>
<th>instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$x_0$</td>
<td>The dust residue of the parent sequence</td>
</tr>
<tr>
<td>$k$</td>
<td>The first value of the sequence</td>
</tr>
<tr>
<td>$n$</td>
<td>The total number of values in the sequence</td>
</tr>
<tr>
<td>$\xi$</td>
<td>Grey correlation coefficient</td>
</tr>
<tr>
<td>$\rho$</td>
<td>Distinguish coefficient</td>
</tr>
<tr>
<td>$r$</td>
<td>Grey correlation degree</td>
</tr>
<tr>
<td>$h_1$</td>
<td>Hidden layer input value</td>
</tr>
<tr>
<td>$h_2$</td>
<td>Hidden layer output value</td>
</tr>
<tr>
<td>$y_1$</td>
<td>The output layer input values</td>
</tr>
<tr>
<td>$y_2$</td>
<td>Output layer outputs values</td>
</tr>
<tr>
<td>$d_u$</td>
<td>Expected output value</td>
</tr>
<tr>
<td>$w_{in}$</td>
<td>Connection weight of the input layer and the hidden layer</td>
</tr>
<tr>
<td>$w_{on}$</td>
<td>Connection weights of hidden layer and output layer</td>
</tr>
<tr>
<td>$b_h$</td>
<td>Hidden layer neuron threshold</td>
</tr>
<tr>
<td>$b_o$</td>
<td>Output layer neuron threshold</td>
</tr>
<tr>
<td>$s$</td>
<td>Number of sample data</td>
</tr>
<tr>
<td>$c_i$, $c_f$</td>
<td>Acceleration constant adjust maximum stride length</td>
</tr>
<tr>
<td>$v_i, v_f$</td>
<td>Two random functions</td>
</tr>
<tr>
<td>$w$</td>
<td>Inertia weight</td>
</tr>
<tr>
<td>$p_{best}$</td>
<td>The best position the population has ever experienced</td>
</tr>
<tr>
<td>$p_{best,s}$</td>
<td>the individual particle s has ever experienced</td>
</tr>
<tr>
<td>$\theta_{best}$</td>
<td>The best position the population has ever experienced</td>
</tr>
</tbody>
</table>

4 THE ESTABLISHMENT AND SOLUTION OF BP MODEL 

4.1 MODEL PREPARATION 

In order to analyze the correlation between dust residue and other factors, we used grey correlation analysis to do correlation analysis due to the lack of data. 

4.1.1 DATA SELECTION 

Firstly, we select Beijing as the target city, and then search the target data on major data websites. The residual amount of dust is dust with a particle size of less than or equal to 2mm collected by dust collection equipment in each square meter of the road after the road is cleaned. Cleaning and cleaning refers to the environmental sanitation operations carried out to maintain the cleanliness of urban roads, including manual cleaning, manual cleaning, mechanical cleaning, mechanical cleaning, mechanical cleaning, mechanical cleaning, mechanical cleaning, small advertisement cleaning, suitcase cleaning, street overpass cleaning, cleaning. We selected Beijing Municipal Commission of Urban Management, environmental health inspection to obtain the daily amount of dust residue in the first half of 2019 to detect the daily amount of indoor and outdoor dust accumulation. Under the precondition of considering the factors affecting dust thickness, we collected the relevant factor data of China Natural Gas Network for the whole year of 2019 in Beijing. Including the minimum temperature, maximum temperature, wind, AQI (Air quality Index), PM2.5, PM10, SO2, CO, NO2, O3_8h. 

4.1.2 ESTABLISH THE GREY RELATIONAL DEGREE ANALYSIS MODEL 

1. Determine the reference sequence 

2. Dimensionless processing 

In the variable sequence we used, some data are not uniform, so we all dimensionless, because some sequences in the sequence change a lot, so we adopt the mean operator for dimensionless processing. 

3. Find the absolute difference 

Find the absolute difference between comparison sequence and reference sequence. 

4. Find the correlation coefficient and correlation degree 

The correlation coefficient and correlation degree are calculated by comparing the absolute difference between sequence and reference sequence. 

4.1.3 SOLVE THE MODEL 

MATLAB software was used to solve the model, and the correlation degree between the dust residue and each influencing factor was obtained. The following table. 

2. Correlation between each reference sequence and dust residue 

<table>
<thead>
<tr>
<th>Related factors</th>
<th>Grey correlation coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>The lowest temperature</td>
<td>0.64026</td>
</tr>
<tr>
<td>The highest temperature</td>
<td>0.78509</td>
</tr>
<tr>
<td>wind</td>
<td>0.76792</td>
</tr>
<tr>
<td>AQI (Air Quality Index)</td>
<td>0.80529</td>
</tr>
<tr>
<td>PM2.5</td>
<td>0.75792</td>
</tr>
<tr>
<td>PM10</td>
<td>0.79709</td>
</tr>
<tr>
<td>SO2</td>
<td>0.81697</td>
</tr>
<tr>
<td>CO</td>
<td>0.78518</td>
</tr>
<tr>
<td>NO2</td>
<td>0.74147</td>
</tr>
<tr>
<td>O3_8h</td>
<td>0.80976</td>
</tr>
</tbody>
</table>

The correlation degree between each reference sequence and dust residual stock is shown in the table, and the factors with higher correlation degree are selected respectively. Among them, we select seven factors that affect the dust residue, which are maximum temperature, wind, AQI (Air quality Index), PM10, SO2, CO and O3_8h. 

Through the grey correlation degree analysis, we select the dust residual stock and other variables for correlation analysis, and select seven factors with a good correlation with the daily dust residual stock, respectively: maximum temperature, wind, AQI (Air quality index), PM10, SO2, CO, O3_8h to predict it. We took the data collected in the first half of 2019 as a sample, with the daily amount of dust residue as the expectation, and all the data as training data to determine the input layer is 7. The daily dust remnant stock is taken as the output layer number is 1. According to repeated debugging, the node number of hidden layer is determined to find out the most appropriate node number and finally calculate its error. 

4.2 MODEL ESTABLISHMENT 

1. Initialize the network 

We determine the accuracy value of BP neural network to ensure its accuracy and maximum training times, so that when it reaches the maximum training times, it automatically stops operation and outputs. 

2. Take 100 groups of data in the first half of 2019 as samples and corresponding expectations (S represents ...
different influencing factors

\[ x(s) = (x_1(s), x_2(s), ..., x_n(s)) \]
\[ d_o(s) = (d_1(s), d_2(s), ..., d_q(s)) \]  

3. Calculate the input and output of each neuron in the hidden layer according to the preceding 100 groups of data

\[ h_{th}(s) = \sum_{t=1}^{n} w_{th}x_t(s) - b_h \quad h = 1, 2, ..., p \]
\[ h_{oh}(s) = f(h_{th}(k)) \quad h = 1, 2, ..., p \]
\[ y_{to}(s) = \sum_{h=1}^{p} w_{ho}h_{oh}(s) - b_o \quad o = 1, 2, ..., q \]
\[ y_{oa}(s) = f(y_{to}(k)) \quad o = 1, 2, ..., q \]

4. Calculate the partial derivatives of the error function to each neuron in the output layer through the expected output and actual output of the data network

\[ \frac{\partial e}{\partial w_{ho}} = \frac{\partial e}{\partial y_{to}} \frac{\partial y_{to}}{\partial w_{ho}} \]
\[ \frac{\partial y_{to}}{\partial w_{ho}} = \delta_{ho} h_{th}(s) \]
\[ \frac{\partial e}{\partial y} = \frac{1}{2} \sum_{o=1}^{q} (d_o(s) - y_o(s))^2 \]
\[ = -(d_o(s) - y_o(s))y_o'(s) \]

5. According to the above 100 sets of data, the continuous weights are changed repeatedly through the output of each neuron in the output layer and the output of each neuron in the hidden layer until appropriate.

\[ \Delta \omega_{th} = -\mu \frac{\partial e}{\partial h_{th}} = -\mu \frac{\partial e}{\partial y_{to}} \frac{\partial y_{to}}{\partial h_{th}} \]
\[ \omega_{ho}^{N+1} = \omega_{ho}^N + \eta \delta_{ho}(s) h_{oh}(s) \]

6. Modify the connection weight repeatedly with the help of the values of each neuron in the hidden layer and each neuron in the input layer until it is appropriate.

\[ \Delta \omega_{th} = -u \frac{\partial e}{\partial h_{th}} = \delta_h(x_t(s)) \]
\[ \omega_{th}^{N+1} = \omega_{th}^N + \eta \delta_t(s)x_t(s) \]

7. Calculate the global error

\[ ERROR = \frac{1}{2m} \sum_{i=1}^{m} \sum_{o=1}^{q} (d_o(s) - y_o(s))^2 \]

4.3 MODEL SOLUTION

MATLAB is used to simulate and solve the model. Because the data is too large, we only show part of the fitting and prediction results of BP neural network here.

Figure 1. Prediction error chart of dust residue

Figure 2. Prediction of dust residues

As can be seen from the prediction figure of residual dust, the predicted value curve of neural network fits the actual value very well. The actual thickness of dust is close to 25g/m^2, the lowest is about 4g/m^2, and most of it is in the range of 5g/m^2 to 20g/m^2. The prediction effect is very good. It can be seen that the overall error is within the range of -0.05 to 0.15, and a few data errors may be within 0.15 to 0.25. The error analysis results are good.

We have previously predicted the daily ash and soil residual stock in the second half of 2019 by using the neural network model and accumulated the previous daily predicted amount. Then, we have conducted polynomial fitting on the dust accumulation amount and obtained the relationship between dust thickness and time:

\[ y = 0.0021x^2 + 8.7709x + 7.9951 \]
\[ R^2 = 0.9974 \]
In the BP neural network model, our overall data are good, but there are a few large errors. The subgroup algorithm can effectively optimize the parameters of the system. We select the error value as the optimization target, which is suitable for real-value processing. It is very suitable for optimizing the predicted error of BP neural network. Here we use particle swarm optimization algorithm to optimize BP neural network for prediction error.

5.2 ESTABLISHMENT OF PARTICLE SWARM OPTIMIZATION MODEL

5.2.1 Model preparation
In the BP neural network model, our overall data are good, but there are a few large errors. Particle swarm optimization algorithm can effectively optimize the parameters of the system. We choose the error value as the optimization target, which is suitable for real-value processing. It is very suitable to optimize the prediction error of BP neural network. Here we use particle swarm optimization algorithm to optimize the prediction error as the target.

5.2.2 Establish particle swarm model
The first step is to initialize the particle swarm and give it a random position and velocity

\[ v_s = (v_{s1}, v_{s2}, ..., v_{sd}) \]

\[ x_s = (x_{s1}, x_{s2}, ..., x_{sd}) \] (12)

The second step is to update the particle swarm velocity and position

The velocity updating formula of the d-dimensional particle s is as follows:

\[ v_{sd}^k = w v_{sd}^{k-1} + c_1 r_1 (p_{best,sd} - x_{sd}^{k-1}) + c_2 r_2 (g_{best} - x_{sd}^{k-1}) \] (13)

\[ P_{best} = (p_{s1}, p_{s2}, ..., p_{sd}) \]

\[ g_{best} = (g_1, g_2, ..., g_d) \] (14)

\[ r_1, r_2 \] represents two random functions, ranging from 0 to 1, to increase the randomness of the search

Refers to the inertia weight, non-negative, regulating the search range of the transversal space. The d-dimensional position update formula of particle s is as follows:

\[ x_{sd}^k = x_{sd}^{k-1} + v_{sd}^{k} \] (16)

After several calculations, until the termination condition is reached.

5.3 SOLVING THE MODEL
MATLAB is used to simulate and solve the model
The following is the optimization of the predicted value and error of the particle swarm optimization algorithm.

According to the relation, the change of the dust of a car body parked in the open air for a long time accumulates according to the relation.
6. EVALUATION OF THE MODEL
6.1 ADVANTAGES OF THE MODEL
a. The influence of weather factors on dust remnant stock is fully considered, and a self-learning optimization model is established to optimize the yield rate of C and obtain a more accurate dust remnant stock.
b. BP (neural network) : gradient search, strong refinement ability, can carry out careful search, can well solve nonlinear problems in this paper.
3. Particle swarm optimization has a fast speed of approaching the optimal solution, which can effectively optimize the parameters of the system and is suitable for real-value processing. We use particle swarm optimization to optimize BP neural network, so that the error value of prediction is significantly reduced.
6.2 SHORTCOMINGS OF THE MODEL
a. BP neural network tends to fall into local minimum.
b. It is impossible to quantify the indoor dust residual stock caused by some factors, and there is a certain deviation in simulating indoor dust residual stock by outdoor dust.
c. Due to the limited data sources, regional geographical location and the impact of indoor switching Windows on dust residues were not considered.
7. CONCLUSION
First of all, considering the information integrity, accuracy and other factors, we chose Beijing, the capital city with relatively rich and transparent information and data. Then determine the daily measurement of dust residue in Beijing road by Beijing Environmental Health Bureau as the index to measure dust thickness. Next, through the combination of common sense conjecture and reading relevant materials to analyze the factors that may affect the dust residual stock, data statistics and pretreatment. Finally, the grey correlation degree analysis is used to analyze the factors that may affect the dust residual stock, and several factors with high correlation are selected. We use BP neural network to predict the dust remnant stock, taking the main factors of the dust remnant stock as the input layer, and the daily dust remnant stock as the output layer to get the predicted value of the dust remnant stock. Finally, polynomial fitting data is used to describe the change of dust thickness with time, and consider the final state of indoor dust if the time is long enough. Our mathematical model makes some necessary improvements to simulate the change of dust on the body of a car parked in the open air for a long time. We use particle swarm optimization algorithm to optimize BP neural network to improve its prediction accuracy and reduce its fitting prediction error. Finally, polynomial fitting data is used to describe the dust variation of a car body parked in the open air for a long time.
REFERENCE
Abstract: Fungus is a kind of microorganism with degrading ability, which acts as a decomposer in the ecosystem. At present, people have studied the characteristics of a large number of different fungi and their role in the decomposition of ground litter and wood fiber. The growth rate of fungi, the tolerance of fungi to water, and the influence of the environment on fungi have become the focus of academic research. Through the data research sample set, explore the relationship between the growth rate, moisture resistance and decomposition rate of fungi, that is, the relationship between moisture resistance and decomposition rate is linear, and the growth rate and decomposition rate are described by the following formula to describe the formula of the power function. Secondly, in order to explore the interaction between fungi, it is assumed that the fungus grows at the optimum temperature of 22℃, and the growth trend conforms to the logistic law, and the Lotka Volterra interspecies competition model is established to predict and confirm. And, the ratkowsk growth model is used to solve the growth trend of fungi under different temperature and humidity conditions. In the short term, the number of two different fungi increased at different rates. Over time, one of them will decrease, while the other is still growing steadily. At this time, due to environmental restrictions, the party with the weaker competition is at a relative disadvantage. In the end, the competitive flora gains an absolute advantage, grows and maintains a certain stable value, while other flora gradually die out. The growth rate of fungi in five different environments is analyzed: arid, semi-arid, temperate, arboreal and tropical rain forest. Through comparison, it is found that different types of fungi have different living conditions in the same environment, and one type of fungus has different performances in different climatic environments. Finally, the existing fungal interaction model is used to describe the impact of fungal community diversity on the overall efficiency of the system in the decomposition of ground waste, and to demonstrate the important role of biodiversity in environmental changes.

Keywords: Logistic Linear Regression; Lotka Volterra Interspecific Competition Model; Ratkowsk Growth Model; Decomposition Rate

1 THE INTRODUCTION
The carbon cycle is an important part of life on earth, and the decomposition of plant materials and lignocellulose is a key part of the decomposition of compounds in the carbon cycle. One of the key factors that decompose lignocellulose in the carbon cycle is fungi. Fungi play the role of decomposers in the ecosystem and are a kind of microorganisms with degrading ability. The degradation of wood by fungi is essentially the degradation of cellulose and lignin in lignocellulose. However, due to the different growth rates and water resistance of different fungi, their role in decomposing litter and lignocellulose fibers on the ground is also very different. Learn about the mechanism of fungal decomposition activities by consulting reference materials. It is known that lignin and cellulose in wood are the main factors that affect the decomposing ability of fungi. Degradation methods are divided into two types: outside-in and inside-out. When fungi degrade lignin, they first adsorb to the ends of lignin and extend to the inside, secrete lignin degrading enzymes, and then release lignin degrading enzymes. The degradation efficiency of lignin is higher because lignin is degraded from the inside to the outside. As fungi play an important role in the decomposition of plant materials and lignocellulosic fibers in the carbon cycle, based on existing research, a large number of features related to the decomposition of different fungi and their litter on the ground (litters) have been explored. And discovered the characteristics of fungi that determine the rate of decomposition and the relationship between these characteristics. That is to say, slow-growing fungal strains tend to survive and grow better under environmental changes such as humidity and temperature, while fast-growing strains have the same The changes tend to be less robust (ie, robust or stable). This subject requires the establishment of a lignocellulose decomposition model under the condition that there are multiple fungi that decompose lignocellulose in the same area, focusing on the growth rate and water resistance of fungi. In addition, when modeling, attention should be paid to the influence of "external conditions (humidity, inter-species competition) and internal characteristics (growth speed, moisture resistance)" on the decomposition rate of lignocellulose and litter by fungi.

2 EXPERIMENTAL
2.1 Fungal decomposition activity
Forest litter decomposition is a change of physical and chemical properties caused by biological and abiotic factors. It is an important part of biogeochemical cycle in forest ecosystem. Whether litter can be completely degraded is largely affected by soil microbial community, and its decomposition rate also has an important impact on ecosystem productivity. The organic chemical components in plant tissues, such as monosaccharide, gum, cellulose, hemicellulose, lignin, cutin and phenolic substances, are the available energy sources for fungi. These substances have a certain impact on the decomposition of fungi, and studies show that lignin and cellulose in wood are the main factors affecting the decomposition ability of fungi. Fungi play an important role in the decomposition of soil organic materials, and its decomposition is a key part of the carbon cycle.
role in the decomposition of organic litter in forest ecosystem, and they are the main decomposers of litter. There are many fungi involved in the decomposition of forest soil organic matter layer, but the function and decomposition ability of various fungi are different. In the process of lignin degradation, fungi first adsorb on the end of lignin and extend to the inside, secrete lignin degrading enzymes, so as to degrade lignin from the inside out, so the efficiency of lignin degradation is higher. At the same time, different fungi produce different kinds of lignin degrading enzymes and have different ability to degrade lignin. Microbial degradation of lignin can be divided into two ways: from the outside to the inside and from the inside to the outside. In the natural environment, the degradation of lignin is the result of multi-functional microorganisms. Generally, fungi degrade lignin more effectively than bacteria, and bacteria decompose lignin to a limited extent. Therefore, fungi play a dominant role in the process of lignin degradation. In the laboratory and natural conditions, the degradation cycle of lignin by most fungi is long, 30 ~ 60 days, and the degradation rate is 20% - 50%. The degradation process depends on the culture conditions, especially in the medium temperature of 35 ~ 45 °C and acidic conditions.

2.2.1 Model description
Fungi are the key factor to decompose lignocellulosic fibers. Different types of fungi have different growth rates and different moisture tolerance, so they play different roles in decomposing litter and lignocellulosic fibers. According to the information, the most suitable temperature for fungus growth is 22-36 ℃, and the humidity is 95-100%. According to the diagram provided by the title, we assume that the temperature of a given area is 22 ℃. (the following models are carried out under this assumption). In the same area, there are many types of fungi decomposing lignocellulosic fiber, and the model of lignocellulosic fiber decomposition is established to explore the relationship between growth rate, moisture tolerance and decomposition rate.

2.2.2 Relationship between moisture resistance and decomposition rate
According to the diagram given in the article, it can be seen that the growth rate is related to the decomposition rate, and the humidity tolerance is also related to the decomposition rate. It was found that the relationship between moisture resistance and decomposition rate was linear:
\[ \log y_1 = \alpha w + \beta \] (1)

\( y_1 \) is decomposition rate, \( w \) is moisture resistance, \( \alpha \) and \( \beta \) are coefficients to be solved. Therefore, we can calculate the relationship between moisture resistance and decomposition rate according to the data in the given figure
\[ \log y_1 = \frac{3}{5} w + \frac{19}{5} \] (2)

2.2.3 Relationship between growth rate and decomposition rate
At the same time, according to the graph given in the title, we can see that the growth rate and decomposition rate is not a simple linear relationship. The relationship between growth rate and decomposition rate was calculated by power function
\[ y_2 = \theta \rho^\gamma + \epsilon \] (3)

\( y_2 \) is decomposition rate, \( \rho \) is growth rate, \( \gamma \) and \( \epsilon \) are coefficients to be solved.

Similarly, we can calculate the relationship between growth rate and decomposition rate according to the data in the given figure
\[ y_2 = 10\rho^\frac{1}{2} + 2 \] (4)

2.2.4 Relationship between growth rate, humidity tolerance and decomposition rate
After analysis, we found that under the condition of the same decomposition rate, there is a certain relationship between the humidity tolerance and growth rate of different fungi, and the following relationship can be obtained by fitting
\[ \rho = 0.166e^{1.421w} \] (5)

![Figure 1. Fitting of humidity tolerance and growth rate](image)

Therefore, we combined the above two factors while keeping the decomposition rate of fungi unchanged. Because their joint effect is the decomposition rate, so as long as the decomposition rate remains unchanged, and then the two factors are combined, with the help of the newly established model of the relationship between growth rate and decomposition rate, humidity tolerance and decomposition rate, the combined treatment is carried out. The decomposition rate equation of fungi under the influence of growth rate and humidity tolerance was obtained
\[ y = \alpha w + b \rho + c \] (6)

Where \( a, b, c \) are the coefficients and \( y \) is the total decomposition rate. According to the established relationship between growth rate and humidity tolerance and part of the data in the chart, the decomposition rate model of fungi is as follows:
\[ y = 6.1428w + 0.7852\rho + 1.9281 \] (7)

2.3 The interaction model between fungi
2.3.1 Lotka-VolterraInterspecific competition model
In order to compete for the same resource, different types of fungi growing in the same area will inevitably launch fierce competition, because the environment can affect the growth rate of fungi, resulting in different decomposition rates of fungi. And because different fungi have different moisture tolerance, their growth rates are different in the same environment, which leads to different types of fungi have different characteristics Interaction, and this mutual
relationship is mainly competitive. Interspecific competition is a direct or indirect phenomenon of restraining each other in order to compete for living space, resources and food among different populations. In interspecific competition, one side often gains advantages while the other side is restrained or even eliminated. Therefore, in the competitive relationship, the fungi that are more suitable for the environment temperature and humidity will grow faster. Although two or more fungi will not compete under the condition of sufficient nutrition supply at the beginning, when the number of fungi that are more suitable for the environment is far greater than that of the weak fungi, the weak fungi will decrease due to lack of nutrition, and even lead to the disappearance and death of the weak fungi.

According to the data, the most suitable growth temperature of fungi is 22-36 °C, and the humidity is 95-100%. According to the decomposition rate of fungi described in the title, we assume that the temperature of a given area is 22 °C (the following models are carried out under this assumption).

Due to the influence of environment, nutrients, internal competition and other factors, the number of a single fungal population will not continue to increase indefinitely, so its growth trend should conform to the logistic law:

$$\frac{dx}{dt} = rx(1 - \frac{x}{x_m})$$  (8)

The relationship between the number and time of a single fungal population was obtained

$$x = \frac{x_0}{1 + \frac{x_m}{x_0} e^{-rt}}$$  (9)

![Figure 2. Population size](image)

Here, in order to simplify the model, we mainly study the interaction between fungal populations in the same natural environment, and assume that only X_1 and X_2. When two, two populations exist in this natural environment, the evolution of their population number obeys the logistic law. When they compete with each other, they will slow down the growth of each other's number, and the decrease of the growth rate is proportional to the product of their number. According to this assumption, the ordinary differential equation model is established based on Lotka Volterra interspecific competition model:

$$\begin{align*}
\frac{dx_1}{dt} &= r_1x_1 \left(1 - \frac{x_1}{N_1} - a_1 \frac{x_2}{N_2}\right) \\
\frac{dx_2}{dt} &= r_2x_2 \left(1 - \frac{x_2}{N_2} - a_2 \frac{x_1}{N_1}\right)
\end{align*}$$  (10)

$r_1$, $r_2$ are the growth rate of the two populations (i.e. the average net growth rate under the restriction of no environmental capacity, food shortage and other factors), and the maximum capacity of the two populations in their living environment is $N_1$ and $N_2$. $a_1$ is the competition coefficient of species 2 to species 1, i.e. each fungal population was obtained

$$x_1 = \frac{x_{10}}{1 + \frac{x_{m1}}{x_{10}} e^{-rt}}$$  (11)

$$x_2 = \frac{x_{20}}{1 + \frac{x_{m2}}{x_{20}} e^{-rt}}$$  (12)

According to Figure 3, the survival trend of fungi in short-term is shown in Figure 4. On this basis, find the following rules:

<table>
<thead>
<tr>
<th>Table 2. Competition results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Species $x_1$ can inhibit species $x_2$</td>
</tr>
<tr>
<td>($N_1 &gt; N_1/a_1$)</td>
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<tr>
<td>Species $x_2$ can inhibit species $x_1$</td>
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<tr>
<td>($N_2 &gt; N_2/a_2$)</td>
</tr>
<tr>
<td>Species $x_2$ can’t inhibit species $x_1$</td>
</tr>
<tr>
<td>($N_2 &lt; N_2/a_2$)</td>
</tr>
</tbody>
</table>

According to Figure 3, the survival trend of fungi in short-
term and long-term conditions can be obtained. That is, species began to grow rapidly, reached the maximum, then began to decline slowly, and finally stabilized at 3413; the growth rate is relatively slow until the equilibrium is at 5110. Furthermore, Figure 4 and Figure 5 are made by changing the set data.

2.3.2 Influence of weather change on fungi

The general trend of weather change in the designated environment area can be reflected in the four seasons, that is, the change of temperature and humidity in different seasons. The change of temperature and humidity will affect the growth rate of fungi, and the competitiveness of different fungi is also different under different conditions. We can observe and analyze the impact of environment by changing the hypothetical data. Even when a fungus is highly competitive and sustainable in the changed environment, some fungi with weak competitiveness may disappear in this environmental area, as shown in Figure 5.

2.3.3 Sensitivity of fungi to environmental changes

Analysis of environmental fluctuation: when the environment area can be reflected in the four seasons, that is, the change of temperature and humidity in different seasons. The change of temperature and humidity will affect the growth rate of fungi, and the competitiveness of different fungi is also different under different conditions. We can observe and analyze the impact of environment by changing the hypothetical data. Even when a fungus is highly competitive and sustainable in the changed environment, some fungi with weak competitiveness may disappear in this environmental area, as shown in Figure 5.

2.3.4 Environmental adaptability and function of fungi

From the above we know that when the ecological environment of fungi changes, it has a profound impact on its own growth rate. In order to further analyze the environmental adaptability of fungi, we established the following model to further explore the growth rate of fungi in different environments. The main purpose of different environments here is to explore the relationship between the change of temperature and humidity and the growth rate of fungi, and to predict the relative advantages and disadvantages of "each species" or "species combination that may last for a period of time". Through drawing pictures, we can describe the growth trend of fungi in arid, semi-arid, temperate, arboreal and tropical rainforest environments.

2.4.1 A Ratkowsk growth model without square root

First of all, discuss the changes of fungal growth rate under different temperature conditions. Using the ratkowsk model without square root, we establish the model of temperature and growth rate,

\[ r_m = c(T - T_{min})^2[1 - e^{k(T - T_{max})}] \] (11)

Except for temperature T and population growth rate \( r_m \) is outside the variable, \( T_{min} \) is the lowest temperature at which the theoretical population growth rate is 0, \( T_{max} \) is the highest temperature at which the theoretical population growth rate is 0. \( T_{min} = 10^\circ C, T_{max} = 30^\circ C \), c and k are the parameters. Here we use the data of wood rot fungi to calculate the relationship between temperature and growth rate.

The growth rate of fungal population and temperature model are as follows, the relationship is shown in Figure 6.

\[ r_m = 46.7536(T - T_{min})^2[1 - e^{0.129(T - T_{max})}] \] (12)

Figure 6. Fungi growth rate and temperature

2.4.2 Growth rate of fungi under different humidity

Generally speaking, fungi are the most active when the humidity is 95%. If they grow near 80%, they can be called drought tolerant fungi. Lower fungi generally need relatively high humidity to grow, while higher fungi are less affected by environmental humidity. According to the relevant data of wood rot fungi, wood rot fungi are higher fungi. When the relative humidity of air is kept at 80-100%, wood rot fungi can grow. In order to simplify the discussion, it can be regarded as a constant condition (that is, if the temperature is constant, the growth rate will not change in the appropriate humidity range)

1. Time can be used as a measure to predict the relative advantages and disadvantages. According to the fungus correlation model, we can get a chart to observe the number changes of the two fungal populations at different times, so as to judge the relative advantages and disadvantages of fungi in the changes.

For example, in Figure 5 of the fungus correlation model, we can see that the number of two different fungi is increasing at different rates in the short term. At this time, due to the rich environmental conditions, the two have the same advantages. When it reaches a certain extent, one fungus will decrease, while the other fungus will still grow steadily. At this time, due to the limitation of the environment, the weak competitive side is at a relative disadvantage. In the end, the one with strong competitiveness gains absolute advantage, grows and maintains at a certain stable value, while the other fungal population perishes.

2. Consider the influence of different environmental factors on fungi. Arid and semi-arid areas are short of water resources, low humidity and high temperature. The tropical rainforest is rich in biodiversity, fungi, soil moisture and temperature, etc. Next, we will discuss different environments. The temperature depends on the summer temperature in the climate zone. According to the model of temperature and growth rate and the hypothesis of changing the value of growth rate and competition

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coefficient, the short-term and long-term survival situation of a kind of wood rot fungi suitable for arboreal environment and local environment in a certain climate and environment were analyzed.

Arid environment: the temperature in summer is about 50 °C, and the relative humidity fluctuates greatly, about 45%. In arid environment, the temperature is much higher than the growth requirements of wood rot fungi, and it is difficult for wood rot fungi to grow and reproduce in this humidity;

Semi-arid environment: the temperature is about 40 °C, and the average relative humidity in summer is about 60%. In the semi-arid environment, the temperature is higher than the growth requirements of wood rot fungi, and the wood rot fungi are not easy to grow and reproduce for a long time under this humidity. According to the relationship between temperature and growth rate, it can be seen that wood rot fungi can not grow normally and cannot exist in arid and semi-arid environment.

Temperate environment: in summer, the temperature is about 20 °C and the relative humidity is about 70%. According to the relationship between growth rate and temperature, when \( T = 20 \text{ °C}, r = 0 \), \( M = 4677 \), it can be seen that the survival situation of wood rot fungi suitable for arboreal environment is compared with that suitable for temperate environment, as shown in Figure 7.

Tropical rain forest environment: the average temperature is between 24-28 °C and the relative humidity is about 95%. Under this temperature and humidity, the activity of wood rot fungi is very strong. According to the relationship between growth rate and temperature, when \( T = 26\text{ °C}, r_m = 11930 \), it can be seen that the survival conditions of wood rot fungi suitable for arboreal environment are compared with those suitable for tropical rain forest environment, as shown in Figure 8.

2.5 Sensitivity analysis
The growth rate of fungal population, the maximum carrying capacity of environment and the competition coefficient will have an impact on the results. In order to analyze the sensitivity of their effects, we can take them as independent variables and observe the results.

1. The influence of growth rate \( r \) on Competition:
According to the model of temperature and growth rate, we can calculate the growth rate of fungi at different temperatures. So we can calculate the growth rate \( r \) in the model when \( r_1 = 4500, r_2 = 7500, M_1 = 7500, a_1 = 0.5, a_2 = 0.8 \) by changing only \( r_1 \) or \( r_2 \), as shown in Fig. 5 and Fig. 6. Comprehensive comparison shows that the individual change of natural growth rate will not affect the overall trend, but the change rate is different. Therefore, the model itself is not sensitive to the change of growth rate \( R \).

2. The impact of environmental maximum carrying capacity \( n \) on competition relationship is as follows:
In our model, the maximum environmental carrying capacity is a variable hypothesis data in the model. On the basis of the original model, we change \( N_1, N_2 \), as shown in Figure 7. Through the overall comparison, it is found that the change of maximum environmental carrying capacity will not affect the final quantitative trend without changing the competitive advantage, that is, the model itself is not sensitive to the change of maximum environmental carrying capacity \( n \) in this case.
The influence of competition coefficient a on competition relationship is as follows:

Finally, we consider the influence of the change of competition coefficient on its competition relationship. Change the competition coefficient, which is the correlation coefficient due to the difference of competition ability among populations. In the model, we assume the fungus $x_1$ is more competitive than $x_2$, set $a_1 = 0.5, a_2 = 0.8$. When setting $a_1 = 1.5, a_2 = 0.7 \ a_1 = 0.5, a_2 = 0.8$, the number of the two fungi was observed when the two groups had different coefficient values. From the comparison of the results in Fig. 8, Fig. 9 and Fig. 2, it can be seen that the survival of the fungus population is largely determined by the competitiveness, which is consistent with the natural law, and also shows the rationality of the model.

3 MODEL EVALUATION AND PROSPECT

In this paper, we propose several models to analyze the activity and function of fungi. At the same time, we can also apply it to real life to solve some practical production and life problems. For example, when judging the population competition problem, we can use this model to analyze the advantages and disadvantages of various groups in the environment, as well as the long-term population fluctuations. The parameters in the model can be replaced and adjusted according to the changes of the environment, so the model can be applied to a variety of different ecosystems. However, many parameters are used to build all models, and most of the parameters are selected according to the data provided by the search data. Due to the diversity of organisms, according to the selection of different fungi, the parameters will be different, which will affect the results of the model.

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Case Analysis of Football Stadium Violence in China and England

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Abstract: Through literature research and case analysis, this paper compares the treatment methods of stadium violence between China and abroad and refers to China’s relevant legal documents and the competition regulations of China Football Association. The author finds that for stadium violence, various countries have issued different schemes according to the current situation and achieved good governance results, especially Britain, where football hooligans are rampant, has passed the continuous improvement of the sports competition act, as well as the Football Crime Act, the Football Competition Act and the Football Spectator Act. With the promulgation of a series of bills, the provisions on British stadium violence, formed from laws and regulations, competition rules, and even detailed to competition rules, have restrained the irrational behavior of players at all levels, and achieved good results. However, football stadium violence occurs frequently in China, especially in the Amateur Football League with a huge population base. The reason is that there is no complete sports arbitration system in China, and no detailed law to rely on in the face of disputes in sports events. Hoping that relevant scholars can invest in research.

Keywords: Court violence; Legal Basis

1. RAISING QUESTIONS
Intense football brings an unparalleled visual feast to the audience. However, for athletes, physiological phenomena such as brain hypoxia caused by high-intensity running and psychological effects after physical contact caused by competition can make athletes lose their mind instantly, make extreme actions, and eventually lead to stadium violence. In real life, if there is violence, seeking legal means is the best way to protect rights. However, when there is injury in the football field, it is generally considered to be an “unintentional” behavior after losing focus in order to compete for the ball right. It is the duty of athletes to focus on the competition, but protecting athletes is the core principle of competitive sports. How to distinguish between on-the-spot behavior and violence? How to restrain athletes’ violence on the field? What are the ways to protect the rights of athletes who are victims of violence in China? This paper will analyze the cases of stadium violence at home and abroad, interpret and think about the relevant legal provisions at home and abroad, in order to find the gap of China’s sports law and put forward reasonable suggestions.

2. CASES AND THEORETICAL ANALYSIS OF DOMESTIC STADIUM VIOLENCE

Brief description of the case: on October 3, 2014, in the North finals of the National Amateur League, Shenyang Riverside team played against Tianjin Wanteng team. Because Shenyang players kicked the water bottle onto Tianjin substitute players, the two sides had a physical conflict, and the scene soon became uncontrollable, from the beginning of language conflict to a large-scale fight. About 70 people participated in the conflict. Players, substitutes and families of both sides fought badly, and many people were injured and hospitalized. Handling results: on October 4, 2014, the Discipline Committee of the Amateur League of China Football Association issued the decision on punishment for the fight between Shenyang Riverside team and Tianjin Wanteng team. It was considered that Li Fei, No. 25 member of Shenyang Riverside team, rushed out of the field due to high-speed running when receiving the pass. Due to inertia, he accidentally touched the mineral water bottle on the Tianjin bench. Li Yue, the No. 10 member of Tianjin team who was replaced, pushed Li Fei, and there was a dispute between the two sides. At the same time, Li Runlai, the No. 9 member of Tianjin team who was suspended in the last round, rushed into the competition field from outside the fence, participated in the dispute and made physical contact, which escalated the conflict. Subsequently, the players on the bench along the Shenyang team rushed to the bench of Tianjin team, which directly caused the fight and made the game impossible. The referee terminated the game according to the rules and regulations. The Discipline Committee of the Amateur League of China Football Association, in accordance with Article 25 of the regulations of 2014 Amateur League of China Football Association and Article 48 of the disciplinary guidelines of China Football Association, imposed the following penalties on the Shenyang Riverside and Tianjin Wanteng team.

(1) Shenyang Riverside team and Tianjin Wanteng team will be disqualified from the competition and will be allowed to leave the competition area within 24 hours.
(2) Cancel the three-year registration qualification of the leaders, coaches and all players of Shenyang Riverside and Tianjin Wanteng teams (starting and ending time: October 3, 2014 to October 2, 2017). Stop the two teams from participating in various competitions organized by the Chinese Football Association and the two teams from participating in various competitions organized by the local football association within three years.
(3) Shenyang Riverside team and Tianjin Wanteng team will be fined 10000 yuan each.
(4) Circulate a notice of criticism to the dispatched units of Tianjin Football Association and Shenyang Football Association [1].

Focus of dispute: After the announcement of the punishment results, Zhu Zuoyi, the leader of Tianjin Wanteng team, said that the situation during the game on that day was very different from the punishment decision of the Football Association. Shenyang team deliberately kicked the mineral water bottle to the Tianjin bench and caused a conflict, so it appealed to the Chinese Football Association on this incident. Riverside club said that it had no objection to the punishment of the Football Association, but it could not accept the practice of Tianjin Wanteng team after the incident. It believed that Wanteng team was distorting the facts and slandering riverside team. The team leader of Tianjin team was dissatisfied with the final punishment decision of the Chinese Football Association, so he appealed to the football association again. However, the football association did not release the relevant appeal results, so the incident ended.

Theoretical analysis: The way of appeal and relevant laws for tort in sports have always been a vague concept in China, which is related to the incompleteness of relevant laws and the imperfection of sports arbitration system. The Sports Law was first implemented in China on October 1, 1995. The Sports Law of the people’s Republic of China in 2019 has 8 chapters and 54 articles, which legally restricts all problems in sports events in four aspects: social sports, school sports, competitive sports and sports social organizations. Among them, Article 32 in Chapter IV competitive sports stipulates that disputes in competitive sports activities shall be mediated and arbitrated by sports arbitration institutions. The measures for the establishment of sports arbitration institutions and the scope of arbitration shall be separately formulated by the State Council [2]. However, both the legislative law promulgated in 2000 and Item 9 of Article 8 of the latest revised legislative law in 2015 clearly stipulate that the arbitration system must be enacted by the National People’s Congress and its Standing Committee [3].

However, so far, the sports arbitration system has not been improved. Many researchers in China have called for and conceived the construction of China’s sports arbitration system, but it has not been put into practice. In case of emergencies and disputes in football games, the Chinese Football Association often acts as the sports arbitration committee. However, in case of field disputes, the Chinese Football Association can not rely on it. It can only use its civil rights and behavior capacity sports associations and legal persons to impose disciplinary penalties such as fines and suspension of world-related personnel and institutions through the seriousness of the event. Although it has the effect of punishment, it ignores the educational behavior. Moreover, there is no restriction on violence on the field in the competition rules, only one of which is that the club or competition area shall insure the risks and liabilities associated with the host of the China Football Association Cup, and such insurance shall bear the determined appropriate amount of compensation liability to the injured persons or damaged articles and property [4].

Therefore, in case of serious injury due to violence in the stadium, those who provoke trouble and disturb public order in sports activities in accordance with Article 51 of Chapter VII of the Sports Law shall be criticized, educated and stopped; whoever violates the administration of public security shall be punished by the public security organ in accordance with the provisions of the law on administrative penalties for public security; if a crime is constituted, criminal responsibility shall be investigated according to law. The field disputes are handled by the public security department and become civil disputes. Because the concept of behavior and violence on the field can not be defined, the nature of the crime can not be determined, and the subject of responsibility can not be clearly divided, the events always end with the intervention of the insurance company and the mutual civil compensation of the people involved. The Football Association began to implement the FA Cup deposit policy in recent years, but for some pure amateur players, penalties such as suspension are really irrelevant to them. The Criminal Law, Sports Law and Competition Regulations support that there is indeed a vacuum zone in China’s competition disputes. The filling of this gray area and the promulgation of relevant laws will become an important turning point for the gradual clarification of the appeal channels of China’s competitive sports disputes.

3. BRITISH COURT VIOLENCE CASE
(1) Football player was charged by police for attack.

Brief introduction: in a top football game in Scotland in 1996, Duncan Ferguson hit another player Smith with his head. Ferguson was sent off with a red card. The injured player had a broken nose, but there were no other injuries. He didn’t want to further solve the problem through the civil court, but this was not the end of the problem. The police on duty at the scene charged Duncan Ferguson with g.b.h. and took him to criminal court. In court, Ferguson was convicted of G.B.H. and sentenced to six months in prison for his behavior on the pitch. Ferguson defended himself by saying Smith was causing him trouble throughout the game until he hit him. Smith appeared in court as a witness of the defendant. He said that he had caused trouble to Ferguson throughout the game. What happened to him that day was very common in football, and the same thing happened in previous games. Ferguson, who is currently an international player, tried to get the Scottish football authority to help him avoid prison. He said that because they had given him a 12 game ban, he had been punished for his crimes on the football field. However, football authorities refused to help Ferguson [5].

(2) A footballer was sentenced to 12 months’ imprisonment in 2011.

Brief introduction: in another similar case, in an amateur game in Leeds in 2010, footballer Kevin Wigglesworth broke his opponent Michael Hutchinson’s chin. He was sentenced to 12 months’ imprisonment. Wigglesworth’s attack on Michael Hutchinson triggered a boxing match between the two teams, and the referee was forced to give up the game. Prosecutor John Bull said that when Hutchinson jogged away, Wigglesworth punched him in the back and hit him twice in the jaw. As a result,
Hutchinson had to undergo surgery to insert a steel plate into his jaw. However, the injury did not fully heal, leading to further surgery and repeated hospital visits. Wigglesworth admitted causing serious physical injury. They stated to the court that he had no intention of harming Hutchinson in the attack. However, Wigglesworth was sentenced to 12 months’ imprisonment by judge Jeffrey Mason, the Royal counsel. Judge Masson said: “This is a serious crime and a shameful event. There is no reason to play a person in a football game. This causes other players to fight and the referee have to give up the game [6].

4. THE LEGAL BASIS FOR THE HANDLING OF CHINESE AND BRITISH STADIUM VIOLENCE

British football legislation began in 1986. Since then, the laws and regulations have been revised several times to effectively prevent and combat illegal and criminal activities on the stadium. In 1986, the British Parliament passed the sports competition act, which clearly stipulates the penalties for football related violations and crimes such as fans throwing objects into the field, jumping into the field to disturb the order, reselling tickets and so on. In addition to criminal punishment, citizens who commit illegal acts in the stadium can also be sentenced to prohibit watching the ball. Subsequently, the Football Spectator Act (1989), the Football Crime Act (1991), the Football Competition Act (Amendment) (1992) and the Criminal Trial and Public Order Act (1994) were introduced. In view of the increasingly serious phenomenon of “football hooliganism” in recent years, the British Parliament passed another Football Security Act in 2000 and came into force in August 2000. The new bill integrates domestic and foreign bans, that is, those who receive the ban are prohibited from watching domestic football matches, and during international matches with national teams, those who receive the ban must report to a specific police station and return their passports. The minimum duration of the ban is two years and the maximum is 10 years. After the implementation of this law, more than 180 “football hooligans” in Britain have been sentenced not to watch the ball [7].

5. CONCLUSION AND SUGGESTION

Through the analysis of the case profiles and treatment methods of the 2014 Football Association Cup amateur league matches in Shenyang and Tianjin and the stadium violence of British football players, combined with the study of the relevant legal systems of the two countries, the following problems are found: Firstly, there are no restrictive provisions and severe punishment measures for the occurrence of competitive sports violence in China. Secondly, relevant laws dealing with competitive sports disputes in China are not perfect, and there is no clear arbitration system, resulting in no reasonable way of appeal when competitive sports disputes occur. Thirdly, at the level of athletes and clubs, there is no good sports spirit and legal consciousness. Perhaps the construction of China’s sports law can learn from the road taken by Britain, formulate special laws according to the current situation on the basis of the continuous refinement of basic laws, and provide reference basis for the legal problems in the stadium. In addition, for athletes, relevant legal education can be carried out through coaches or schools to improve athletes’ legal awareness and understand the consequences of violence. Finally, hope the National People’s Congress will designate the relevant laws of sports arbitration in China as soon as possible, so as to appeal to more scholars to focus on the relevant research of sports law and contribute to the improvement of sports law in China.

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Abstract: Based on Van Dijk’s Socio-cognitive approach in CDA and the four discursive strategies in the construction of national identity proposed by Wodak, this paper analyzes how national identities are constructed in the news reports of COVID-19 in China Daily. The results reveal that five identities constructed for China in the news reports of COVID-19 in China Daily, namely, (1) the image of Chinese government as a government with responsibilities and actions, (2) China as a promoter of anti-epidemic cooperation, (3) China as a country with strong national cohesion, (4) China as a victim of the pandemic, (5) China as a practitioner of sustainable development. The first three identities are constructed through constructive strategies, and the last two correspond to the strategies of perpetuation and strategies of transformation respectively.

Key Words: Reports of Covid-19; Discourse Analysis; China Daily; National Identity Construction

1. INTRODUCTION

In the past two decades, social theorists put forward the concept of nation as an imagined community and a mental construct. Hall (1996: 612) regarded nation as ‘systems of cultural representations’, while Billig (1995) argued that nationalism is a form of ideology that constitute a country. In a similar vein, Wiley (2004) emphasized the need to study a nation as a particular kind of logic which construct other social behaviors. The view of the nation as an organized ideology has become increasingly influential among social researchers.

Since the end of 2019, the outbreak of has caused serious impacts worldwide. Chinese government has adopted a series of measures to keep the pandemic under control and Chinese media has continued to report the process of controlling COVID-19 in China. As a product of social practice, news reflects and conveys the ideas of its creators. Newspapers, as a medium to transmit ideas, have great impacts on the construction of national identity. As what mentioned by Anderson (1991), newspapers have great impact in creating nationalism. Standing in the lines of examining how newspaper discourse construct national identities and ideologies, the present study investigates the discursive strategies used in China Daily during the outbreak of COVID-19, and examine what national images are constructed in the newspaper.

In the present study, the author focus on China Daily’s reports about COVID-19 from 2020 February to 2021 January. China Daily is usually considered as the English version of People's Daily, the official mouthpiece of the Communist Party of China, therefore, news reports from China Daily usually demonstrate Chinese government’s politics and priorities (Scollon, 2000). Besides that, it also plays an important role in the construction of China’s national image in the internationally since it is an English language newspaper targeting international readers. Therefore, China Daily is a very suitable material for the study of national identity.

To achieve the research purpose, the following questions are put forward:

1) What kind of national identities of China are constructed in China Daily?
2) What are the strategies used in the discursive construction of China in the news issue of COVID-19?

2. IDENTITY CONSTRUCTION AND NATIONAL IDENTITY

Many experts and scholars at home and abroad have made remarkable achievements in the study of identity construction. They mainly construct cultural identity, pragmatic identity, national identity, gender identity, character identity and discourse identity etc. ‘Identity’ means the fact of being who or what a person or thing is in English. ‘Social identity’ is membership in a social group to which one belongs. And ‘identity construction’ refers to a series of self-definition and continuous revision of the self-construction process.

Social constructivism and essentialism are the different perspectives on identity construction. Essentialism asserts that people cannot choose or change their identity, which means that essentialism holds a static idea about identity. According to essentialists, identity is a set of universal, invariant characteristics between individuals or groups. Erikson (1968) stated that identity was an essential and stable aspect of a person. However, social constructivism maintains that identity is not fixed, which is constructed dynamically in the process of social practice and social communication in which language plays a vital role. In other words identity is the result of discourse construction and it changes with the changes of society. Hall (1992) viewed identity as a social product which is formed in the interaction between society and self. Norton (2000) regarded identity as a “who am I?” question which was a question about who we are and how we are related to the social world as well. In a word, identities can be classified differently based on distinct research purposes. That is to say, these categories intersect and overlap with each other to some extent. This thesis agrees with the ideas that the identity of people is changeable with the various factors. As for the definition of national identity, it is necessary to clarify the concept of ‘nation’. According to Wodak et al (2009), academic discussion centers on two concepts of...
nation and related lines of argument: political nation defined by acts of will and the nation defined by culture, the latter usually defined by language and based on ethnic. They considered nation as ‘a mental construct’. Hobsbawm (1990) held different ideas about the concept of nation, regarding nation as a ‘real’ concept instead of a mental one. Many scholars have explored the concept of national identity based on the above analysis of the notion of nation.

Halbwachs (1985) viewed national identity as ‘collective memory’, which was based on history. People have a collective memory of significant events in the past that are relevant to their country, which pushes them to place themselves in a particular collective with a common memory. Keane (1994) stated that national identity was usually referred to a sense of connection with the country, which allowed people to understand their relationship with others or injected them with a sense of purpose and a feeling of being at home. Wendt (1994) believed that national identity was an attribute of an intentional actor, which could generate motivation and behavioral characteristics. As an actor, a nation was driven by interests rooted in categories, types, roles and collective identities. That is to say, the actions a nation takes are based on its profits. In addition, Wendt (1994) stated that both self-cognition and the construction of others were parts of national identity. To construct national identity, self-understanding and mutual construction are necessary for it’s the process of self-cognition and the recognition of others. Wodak et al. (2009) viewed that national identity was a kind of habit, that was, national identity was a complex composed of common ideas, concepts or perceptual schemes. Social members shared the national identity and internalized it by socialization such as education, the media and everyday practices in this process.

3. STRATEGIES OF FORMING NATIONAL IDENTITY

In the analysis of national identities, Wodak et al. (2009) have distinguished different types of macro-strategies employed in the discursive formation of national identity. They have put forward discursive acts have four constitutive functions in national identities, namely construction, perpetuation or justification, transformation and demontage or dismantling. Although these strategies are analytically different from each other, they occur more or less simultaneously and are intertwined in specific discourse behaviors. Accordingly, Wodak et al. (2009) have proposed four strategies employed in the analysis of national identities and these are: constructive strategies, strategies of perpetuation or justification, strategies of transformation and destructive strategies or strategies of disparagement.

Constructive strategies, as the most comprehensive discourse strategies try to construct national identity with the promotion of unity, identity and solidarity, as well as differentiation. The strategy of unity, singularization, dissimulation etc. is often employed to construct national identity. Strategies of perpetuation emphasize the state of being

threatened, aiming at promoting national identity and emphasizing the differences between the country and other countries. With positive self-presentation national identity can be promoted. Positive self-presentation, continuation, defence etc. are involved in the strategies of perpetuation.

The shift of blame and responsibility, downplaying/trivialization and legitimization/delegitimization is involved in the strategies of justification. They are mainly used to describe past problematic actions or events that are significant in a country's history.

According to Wodak et al. (2009:33) ‘strategies of transformation aim to transform a relatively well-established national identity and its components into another identity the contours of which the speaker has already conceptualized.’

Finally, the purpose of destructive strategies or strategies of disparagement is to dismantle or disparage some existing national identities. These strategies are associate with discrediting opponents/certain pillars of identity, negative presentation (of self/ others), assimilation and so on. The description of linguistic or lexical grammatical features plays a vital role in analyzing these strategies.

4. RESEARCH METHOD

By using ‘COVID-19’ as key word to search for titles of news stories on the official website of China Daily, the author achieved 35 results, ranging from February 2020 to January 2021. All the news reports used for this study were originally written in English.

Based on the data collection, this study employs critical discourse analysis to analyze the selected news reports. In the preliminary analysis of the selected news reports, some representative texts are marked. Next, this thesis combines Van Dijk’s Socio-cognitive discourse analysis of CDA and the discourse strategies proposed by Wodak to explain how ideologies influence texts and analyze how the national identity is constructed in the news reports. Finally, this thesis summarizes what kinds of national identities are constructed and what are the strategies used in the discursive construction.

In the case of this thesis, the news reports of the COVID-19 are regarded as ideological events which can be analyzed from cognitive, social and discourse dimensions. The cognitive dimension focuses on the attitudes toward COVID-19. The social dimension concerns how national identity of China is constructed in China Daily and what kinds of strategies are used in the discursive construction of China in the news reports of COVID-19. On the discourse dimension, the functions of macro discourse strategies and micro linguistic devices in China’s national identities construction are investigated.

5. FIVE IDENTITIES CONSTRUCTED FOR CHINA

This chapter explores what kind of national identities are constructed in the news reports of COVID-19 in China Daily through discursive strategies in detail. Although analytically distinguishable from one another, these discourse strategies occur more or less simultaneously and are interwoven in concrete discursive acts. In this part, the selected texts will be analyzed from the national level and the individual level.
6. A GOVERNMENT WITH RESPONSIBILITIES AND ACTIONS

In the process of combating COVID-19, Chinese government has taken corresponding measures both internally and externally, and constructed national identity through constructive strategies. According to Wodak et al. (2009:33), ‘constructive strategies are the most comprehensive discursive strategies’. Assimilation, inclusion and continuation involved in the constructive strategies are employed to emphasize the intra-national similarity and positive political continuity, as shown in the following examples:

Example (1):
‘We have all along been open and transparent, and put people’s health and safety front and center.’ (China Daily, 2020-04-30)

Example (2):
‘Chen Jianguo, president of Tongji Medical College in Wuhan, said the key elements of China’s success are strict quarantine, building makeshift hospitals and unwavering logistical support from the government. “Reality has proved that China’s methods and systems work,” he said.’ (China Daily, 2020-04-22)

In Example (1) and Example (2), the image of Chinese government as a government with responsibilities and actions has been constructed. In example 1, the adversarial phrase ‘all along’ that denoted usuality is used to highlight the consistency of Chinese government in keeping open and transparent. Meanwhile, as two adjectives with positive meanings, ‘open’ and ‘transparent’ appear in the official discourse, which directly emphasizes a positive government image. Besides, the expression of ‘put people’s health and safety front and center’ indicates the importance Chinese government attached to people's lives and health, showing their people-oriented attitude. Such a direct expression enables the readers to have a clear understanding of the government's attitude, thus forming a sense of identity with the government.

In Example (2), intertextual resource is employed to describe the effects of the China’s methods and systems. With the quotation of Chen Jianguo, president of Tongji Medical College in Wuhan, the report will be more convincing to construct China’s identity as a responsible and effective government. The journalist employs a material process ‘prove’ to describe the effectiveness of Chinese methods and systems, which in turn justify the response measures taken by the Chinese government, thus reinforcing the positive image of the Chinese government. In addition, the discursive strategy of the narration of participant is often used to construct collective memory in news reports. Chen’s narration enables readers to have a deeper and more specific understanding of China's efforts on fighting against the epidemic which strengthens readers' cognitive of the Chinese government as a government with responsibilities and actions.

7.A PROMOTER OF ANTI-EPIDEMIC COOPERATION

The strategy of unification and cohesiation involved in constructive strategies is another way adopted by the journalist to construct China’s identity. In the process of national identity construction, the four discourse strategies are interwoven. Not only constructive strategies but also destructive strategies are used to construct China’s national identity which is illustrated as follow:

Example (3):
‘This outgoing year, humanity has experienced the most serious global pandemic in a century. Over one million people have lost their lives. The world economy is in recession. Societies and livelihoods are taking a big hit. The impact of COVID-19 is even worse than that of the 2008 global financial crisis.’ (China Daily, 2020-11-24)

Example (4):
‘Third, we should uphold unity and coordination to forge a powerful synergy. President Xi Jinping stated that the virus is a common enemy of humanity and can only be defeated when we all pitch in.’ (China Daily, 2020-04-30)

By emphasizing the shared sorrow, namely COVID-19 has seriously affected the global economic and social development in Example (3) and highlighting the will of China to unify and cooperate in Example (4), the journalist constructs an image of China as a promoter of international cooperation against the epidemic.

In Example (3), the collective memory of the global financial crisis in 2008 is invoked, and the world is put together by such collective memory. Then, the journalist compares such heavy historical event to COVID-19 to stress the serious impacts of the pandemic, highlighting the losses and the challenges we are facing so as to call for promoting international cooperation on beating the pandemic.

In Example (4), the antagonistic relationship between human beings and the virus is established by using a metaphor that is highly suggestive. By defining the virus as the common enemy, the news report succeeds in defining a ‘them’ group with the virus being the only member and an ‘us’ group that involves the whole nations in the world. In addition, the deictic expression ‘we’ is one of the linguistic means used to indicate sameness. In this example, China and other nations are united into a single community sharing a common destiny with a simple ‘we’. The establishment of such antagonistic relationship is realized by the destructive strategies.

8.A COUNTRY WITH STRONG NATIONAL COHESION

To explore the construction of national identity from the individual level, this thesis mainly discusses the emotional dimension.

Example (5):

‘When the COVID-19 epidemic first emerged, everybody fought it with the utmost effort.’

Example (6):
‘His father was one of more than 42,000 medical professionals who traveled to Hubei to assist in the fight against the COVID-19 pandemic.’

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against the coronavirus. ‘(China Daily, 2020-07-06)

"I did feel worried about my father, but I was also proud of him for risking his life to save others," he said. ‘(China Daily, 2020-07-06)

Example (5) and Example (6) will be analyzed together. The ‘everyone’ in Example (5) reflects the high participation of Chinese people in the fight against the epidemic. The number ‘42,000’ in Example (6) describes the situation that there are lots of medical professionals coming to Hubei to assist through specific figures, thus highlighting the national unity. In the process of fighting against the epidemic, the unique national mentality of the Chinese nation is also shown. As shown in Example (6), the unique national characteristics of China, namely the spirit of dedication and mutual assistance, are highlighted by directly quoting a child's evaluation of his father who is one of the medical professionals assisting Hubei. Dedication and mutual assistance have been the common thought of Chinese people all the time. The adjective ‘proud’ as a positive word in the narration shows the attitude of the child towards his father, which indicates that risking one’s life to save others, is a great kindness and it is widely praised in Chinese culture. The contributions made by those medical professionals further construct China’s identity as a country with strong cohesions.

9. A VICTIM OF COVID-19

In this part, the strategy of defence as one of the strategies of perpetuation is employed to reject a negative action that will make bad influence on the future of China. In addition, the destructive strategies are also employed to establish an antagonistic relationship.

Example (7): ‘

Figure (2): ‘But soon some conspiracy theories emerged’
Figure (3): ‘We fought the virus, those spreading rumors fought us.’

Figure (4): ‘With the blame game almost as contagious as the virus’

In Example (7), the situation in China at the initial stage of the epidemic is more vividly and visually demonstrated by the combination of words and pictures. Figure (2) shows a scenario in which China is beset by conspiracy theories. As we struggle to fight the epidemic, our actions against the epidemic are being conspired. Figure (3) shows that China is attacked by both sides. We have to fight against both the virus and the rumors. In Figure (4) there are many outstretched hands, which express accusations from different directions. These three pictures depict the slander and groundless accusations that China suffered in the early days of the epidemic.

In this part, China’s antagonistic relationship with conspiracy theories and rumors and the blame game is established. The deictic personal pronoun ‘we’ puts all Chinese people in ‘we group’, conspiracy theories and rumors and blame games in another as ‘them group’. The establishment of this antagonistic relationship, on the one hand, can stimulate Chinese people's sense of national identity and patriotism; on the other hand, it can give readers a deeper understanding of the oppression that China has suffered from conspiracy theories, rumors and blame games, and strengthen readers' cognitive of China as a victim in COVID-19. In fact, China's rejection of such groundless accusations is indicated in these pictures.

In Figure (4), a metaphor is employed to depict blame game as a virus. Namely, such blame game will make extremely bad influence on China. Three negative words: conspiracy theories, rumors and blame game imply China's innocence to a certain extent, which further promote the patriotism. Thus, China’s identity as a victim of COVID-19 is constructed.

10. A PRACTITIONER OF SUSTAINABLE DEVELOPMENT

With the strategies of transformation, the image of China as a practitioner of sustainable development is constructed, as illustrated as following examples:

Example (8): ‘Some newly built Beijing 2022 venues, featuring new technologies and incorporating post-Games plans, such as the National Speed Skating Oval, are setting an example for eco-friendly operations.’ (China Daily, 2020-10-08)

Example (9): ‘Ideas for developing these newly built venues beyond 2022 into national team training bases, outdoor tourism destinations and hosts of winter recreational activities have been highlighted in Beijing 2022’s official sustainability plan, which was released in June.’ (China Daily, 2020-10-08)

Both Example (8) and Example (9) highlight China's contribution and role as an example in eco-friendly operations. Example (8) illustrates China's efforts in sustainable development by taking the planning and the construction of the National Speed Skating Oval as an example to highlight the difference between China's Olympic venues and other countries' after the adoption of new technologies and post-competition planning. It’s a positive self-presentation of China adopted by the journalist. By emphasizing China’s model character in the
construction of the Olympic venues, the image of China as a practitioner of sustainable development is thus constructed. Besides, Example (9) employs the exemplifying device such as instantiation to demonstrate China’s positive attitude toward sustainable development. The role of China as a model and its concrete efforts are served for the construction of the identity as a practitioner of sustainable development in this part. By invoking Beijing 2022’s official sustainability plan, the journalist emphasizes the different ways to reuse these newly built venues which can be fully utilized to achieve sustainable development. In this part, the construction of the Olympic venues and the utilization after the Games reflect that China has changed from a country that does not attach much importance to the reuse of resources to a supporter and practitioner of sustainable development.

11. CONCLUSION

Based on Van Dijk’s Socio-cognitive approach in CDA and the three discourse strategies in the construction of national identity proposed by Wodak, this thesis analyzes the multiple national identities constructed in the news reports of COVID-19 in China Daily. There are five identities constructed for China in the news reports, namely, (1) the image of Chinese government as a government with responsibilities and actions, (2) China as a promoter of anti-epidemic cooperation, (3) China as a country with strong national cohesion, (4) China as a victim of the pandemic, (5) China as a practitioner of sustainable development. National identities in (1), (2) and (3) are constructed through constructive strategies, and (4) and (5) correspond to the strategies of perpetuation and strategies of transformation respectively. The antagonistic relationship established in (2) and (4) are realized by destructive strategies.

By directly quoting the narration of Chen Jianguo, president of Tongji Medical College in Wuhan, who is a participant of combating the epidemic, the journalist lists the efforts made by the Chinese government in the process, which further strengthens the confidence of Chinese people in their government. Moreover, the journalist constructs an image of China as a promoter of international cooperation against the epidemic by emphasizing the shared sorrow/worries and the strong will of China to cooperate with other countries. In addition, the reporter quotes a child’s positive comments on his father who is one of the medical professionals assisting Wuhan, thus emphasizing the national character of active dedication and mutual assistance. National cohesion is further strengthened. The construction of national identity is achieved through constructive strategies, such as the strategy of unification. The journalist has portrayed the image of China that has suffered a lot from conspiracy theories, rumors and blame game while combating COVID-19 and then shaped it as a victim of the pandemic with strategies of perpetuation. Then, the journalist constructs China’s identity as a practitioner of sustainable development through emphasizing China’s model role in eco-friendly operations with strategies of transformation. This study explores the construction of national identities as an ideological process in the news reports. It has revealed the national identities of China constructed by underlying ideology in the news reports of COVID-19. It helps us better understand how national identities are constructed in the news reports through different discourse strategies.

REFERENCE

Analysis On the Teaching Quality Assurance System of Young Teachers in Higher Vocational Colleges

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Abstract: The article first analyzes the existing teaching quality problems of young teachers in higher vocational colleges, including their own reasons and the influence of external factors, and then introduces the strategy of building a teaching quality system for young teachers in higher vocational colleges, including improving the professional quality of young teachers and improving the teaching quality assurance system and the formation of a complete teaching monitoring mechanism are hoped to provide effective reference for relevant people.

Keywords: Higher Vocational Colleges; Young Teachers; Teaching Quality; Guarantee System

1. INTRODUCTION

Teaching quality is an important factor affecting the quality of education. It can reflect the comprehensive level of school running. Improving teaching quality has become the main content of the development of higher vocational colleges in the new era. Teachers are an important factor affecting the quality of teaching in higher vocational colleges, including teachers' sense of responsibility, dedication and professional quality, etc., will affect the final teaching effect and comprehensive teaching quality. Therefore, it is necessary to take effective measures to strengthen the management of young teachers and pay attention to improving the education level of young teachers.

2. ANALYSIS OF EXISTING TEACHING QUALITY PROBLEMS OF YOUNG TEACHERS IN HIGHER VOCATIONAL COLLEGES

As the core force for the smooth implementation of various teaching work in higher vocational colleges, young teachers attach great importance to the innovation of teaching methods. However, due to insufficient experience and shallow experience, there are still certain deficiencies in teaching activities, which affect the quality of teaching and are not in line with higher vocational colleges. Development needs. Because young teachers have not grasped the characteristics of higher vocational education laws, they cannot accurately grasp the integrated control and do not understand the goals of higher vocational education. Because young teachers lack sufficient teaching experience, they cannot achieve the desired teaching effect. In addition to the influence of teachers' own factors, school management still has various defects, and there is no perfect management system for young teachers, which affects the teaching level of teachers [1].

3. STRATEGIES FOR THE CONSTRUCTION OF THE TEACHING QUALITY SYSTEM FOR YOUNG TEACHERS IN HIGHER VOCATIONAL COLLEGES

3.1 Improve the professional quality of young teachers

In the management of young teachers in higher vocational colleges, in addition to focusing on the construction of basic systems, it is also necessary to make rational use of external guarantee mechanisms to promote the smooth transformation of the system into internal development needs, and promote the smooth transformation of heteronomy to self-discipline. To this end, it is necessary to strengthen basic theoretical study. Young teachers in higher vocational schools should focus on training their own professional qualities and professional ethics, fully understand various professional education theories, clarify the laws of higher vocational education, form clear talent education goals, and implement their own roles. Accurate positioning.

Form a correct teaching attitude. Although the score standards of higher vocational students are relatively low, teachers need to strictly abide by basic professional ethics, form correct educational concepts and teaching attitudes, avoid negative psychology, and prohibit the formation of poor teaching and poor student foundations. Concept, improve one's own negative mentality. In addition, teachers should also make a reasonable choice of specific teaching methods and teaching content in close contact with the actual teaching progress, so as to better adapt to the development requirements of higher vocational education. Help students form a correct learning attitude and improve their self-confidence. Although from the perspective of basic theory, higher vocational students are not as good as undergraduates, they have stronger practical operation and hands-on skills. With the help of scientific exercise and training in the school, students can improve their practice. Practical ability is transformed into highly skilled talents.

Actively innovate and reform teaching methods. Although higher vocational students have insufficient knowledge and theory, they have stronger practical ability. To this end, young teachers need to actively innovate teaching methods. In addition to stimulating students' initiative from multiple levels such as hands, ears, and eyes, Give full play to the function of the media, guide students to carry out hands-on practice reasonably, and enjoy the fun of learning with the help of hands-on practice. In addition, for some special subjects, it can be implemented in accordance with the integrated standards of examination, doing, learning and teaching, such as art design majors, which need to be reasonably integrated into the evaluation.
and assessment in the teaching activities. After the lecture is over, the students will personally demonstrate the hands-on production. The content helps reduce the difficulty of the exam, avoids in-depth theoretical knowledge, and connects students' works to implement a reasonable test of the teaching results.

Intensify practical training, the ultimate goal of higher vocational education is to rationally cultivate various specialized high-skilled talents. For this reason, students need to form a higher professional quality and practical ability. To create a team of dual-qualified teachers, in addition to forming a solid theoretical foundation, it should also continuously enrich practical production experience, attract teachers to actively participate in various practical activities, accurately grasp the dynamic development level of relevant industries, understand advanced management models and practical techniques, and reduce backward knowledge Content, delete the more difficult content in the textbook to help students master more practical content.

3.2 Improve the teaching quality assurance system
The formation of a complete quality assurance system for young teachers requires higher vocational colleges to further strengthen teacher management, rationally design effective conditions, build an institutional framework with constraints and incentive mechanisms, and optimize the comprehensive teaching quality of young teachers. In addition, higher vocational colleges should also carry out comprehensive training for young teachers to help improve the level of teachers [2].

The first is to implement effective system management for the needs of young teachers. Higher vocational colleges should further establish and improve various systems and regulations, use effective funding systems to support the sustainable development of young teachers, strengthen the construction and management of young teachers, and expand the sense of responsibility and responsibility of young teachers. A sense of belonging helps young teachers quickly adapt to the development of teaching, can fully participate in daily teaching activities, and optimize the comprehensive educational effect.

Reasonably design the teaching supervision mechanism, form a special supervision department, follow up and assess the teaching quality throughout the process, and the relevant supervision agency is responsible for the comprehensive collection of various information and materials of young teachers, accurate records of the overall teaching progress of teachers, reasonable evaluation and assessment, and optimization of youth The overall teaching level of teachers.

Create a reward and punishment evaluation mechanism for young teachers, and implement a comprehensive evaluation of the teaching quality of teachers through the evaluation system for young teachers. Teacher evaluation covers several indicators and can be quantitatively analyzed. With reference to the corresponding index system, the teaching performance can be roughly judged. The reward and punishment mechanism is a reward and punishment system based on the evaluation system. The formation of effective reward and punishment measures can form effective incentives for young teachers and enable them to continue to make progress.

To rationally establish a training and further education system for young teachers, higher vocational colleges can use different methods to strengthen their professional education level. To improve the quality of teaching, in addition to being determined by professional attitudes, it is also necessary to accurately grasp the development direction of the industry and the reserve of professional knowledge. To this end, teachers should be organized to fully participate in different forms of learning and training activities to understand the latest developments in the industry. To this end, higher vocational colleges need to add young teacher training to the clearly stipulated system to help teachers implement the plan and goals. According to the needs of teacher training and professional assessment work, we need to carry out comprehensive tracking management, contact the development characteristics of young teachers in the new era, choose diversified assessment methods and training methods, and help further optimize the comprehensive strength of teachers. Finally, higher vocational colleges should do a good job in the construction of basic policies to promote The training activities were implemented smoothly.

Form a complete financial guarantee, higher vocational colleges can set up special construction funds for young teacher training, and send development funds to secondary units in a timely manner for effective management. Each second-level unit also needs to contact the development status of their respective departments to build an advanced faculty team and expand the comprehensive training of young teachers.

4. CONCLUSION
In summary, in the process of rationally establishing a basic quality assurance mechanism for young teachers, in addition to focusing on improving the professional quality of teachers, it is also necessary to form a complete policy guarantee. Each higher vocational college should further contact its own status quo and design scientific training plans. Improve the relevant teaching guarantee system for young teachers, focus on improving the scientific research strength, political literacy and overall quality of young teachers, and form a team of high-quality young teachers.

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REFERENCES
The Characteristics of Energy Use Behavior on Campus Based on Questionnaire Survey

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Abstract: This paper selects a large proportion of students, teachers and administrative logistics staff on campus as the research object, investigates their energy use behavior, and analyzes the time of centralized energy consumption of each research object, and the use habits of lightning, computer, air conditioning and other electrical equipment. The research results show that, great energy-saving potential can be found in the energy use behavior on campus.

Key Words: Office Building On Campus; Characteristics Of Energy Use Behavior; Energy By Behavior

1. INTRODUCTION
At present, there are more than 3000 colleges and universities in China. The number of campus buildings is huge and there are many types of buildings. The national campus energy consumption accounts for 1/10 of the total social energy consumption. The survey found that the average energy consumption of college students and the energy consumption per unit building area are higher than the national per capita level and the national energy consumption per unit building area. How to effectively control the growth of building energy consumption on campus and build a green campus is not only an important work in the field of building energy conservation in China, but also an important part of building the goal of "double carbon" (carbon peak and neutrality).

In this paper, the comprehensive colleges and universities in the Yangtze River Basin are selected to investigate the energy use behavior of teachers, students and employees in Colleges and universities, and analyze the characteristics of various energy consumption behaviors in Colleges and universities. The research objects include students, teachers, administrative personnel and logistics personnel on campus. The research content includes the time of centralized energy consumption of each research object in the University, the monthly electricity charge with and without air conditioning, and the use habits of electric lights, computers, air conditioning and other electrical equipment.

2. QUESTIONNAIRE DESIGN
The purpose of this study is to preliminarily explore the energy consumption behavior habits of different people in the university campus. In the questionnaire, we mainly analyze the following common behaviors: lighting behavior, air conditioning behavior, computer behavior and other equipment behavior. This research adopts the way of online questionnaire to investigate the current situation of energy consumption of students and office staff who account for a large proportion of energy use on campus. The questionnaire is conducted anonymously, and the respondents can truthfully express their opinions without being affected by other factors. There were 728 valid questionnaires.

3. RESEARCH RESULTS AND ANALYSIS
3.1 Usage habits of air conditioner in summer
As a key energy consuming appliance, the air conditioning habits were investigated in the questionnaire, including the driving factors of air conditioner's opening behavior, the mode selection behavior of air conditioning and the closing behavior of air conditioner. Nearly 40% of the respondents will give priority to window opening or fan behavior for cooling, and give priority to natural ventilation or forced ventilation, reflecting a better awareness of energy conservation. In particular, about 15% of the people in the survey will give priority to dehumidification mode, and use refrigeration mode when they cannot meet the requirements of indoor comfort. Of course, 37% of the population will turn on the air conditioner as long as they are in the dormitory when the weather is hot, and their awareness of power saving is weak.

3.2 Computer usage habits
Figures 3-4 reflect the use of computers by students and office workers. It can be seen from the figure that about 40.59% of them turn on the computer at work or when needed, while nearly 40% of them turn off when they use up and turn off after work. That is, most people have good computer habits and have a good awareness of energy.
conservation. But at the same time, we also found in the survey that about 20% of them always turn on the computer and 8% never turn off the computer. This means that some people, regardless of their energy-saving awareness, put the computer in standby mode when they leave.

Fig.2 computer startup behavior

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basics don’t turn on</td>
<td>3.52%</td>
</tr>
<tr>
<td>When needed</td>
<td>7.54%</td>
</tr>
<tr>
<td>At work</td>
<td>32.16%</td>
</tr>
<tr>
<td>Always on</td>
<td>34.17%</td>
</tr>
</tbody>
</table>

3.3 Lighting

Fig.4 lightning behavior of student dormitory

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>When someone in</td>
<td>25.04%</td>
</tr>
<tr>
<td>Night</td>
<td>55.13%</td>
</tr>
<tr>
<td>15 pm to 17 pm</td>
<td>4.52%</td>
</tr>
<tr>
<td>11 am to 13 pm</td>
<td>5.57%</td>
</tr>
<tr>
<td>From 7 am to 9 am</td>
<td>9.74%</td>
</tr>
</tbody>
</table>

Fig.5 lightning behavior of office

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>When someone in</td>
<td>40.20%</td>
</tr>
<tr>
<td>Night</td>
<td>27.14%</td>
</tr>
<tr>
<td>15 pm to 17 pm</td>
<td>10.55%</td>
</tr>
<tr>
<td>11 am to 13 pm</td>
<td>10.55%</td>
</tr>
<tr>
<td>From 7 am to 9 am</td>
<td>11.56%</td>
</tr>
</tbody>
</table>

Figures 5-6 reflect the use of lighting in student dormitories and offices. It can be seen from the figure that the lighting of the student dormitory is mainly concentrated in the evening, accounting for 55%; The offices are in the lighting state from 7:00 to 17:00 during the day, accounting for about 10%, and nearly 30% of the offices are in the lighting state at night. Whether it is a student dormitory or an office, the proportion of people in the lighting state is not low, about 25% in the student dormitory, and about 40% in the office. After further statistics on the reasons why people turn on the lights when they are in the city, it is found that 91% of people always turn on the lights because they think there is not enough indoor light during the day, and 9% of people turn on the lights because they are used to entering the door and turning on the lights or think they don't need to pay for them anyway.

3.4 Turning off other electrical appliances

Figures 6-7 reflect the closing of other electrical appliances when leaving students dormitories and offices. It can be seen from the figure that most of the students and staff occasionally forget to turn off the electrical appliances, while about 15% of the people often do not turn off the electrical appliances, which has a certain energy-saving potential.

4. CONCLUSIONS

In order to analyze the characteristics of energy consumption behavior of university campus buildings and its impact on their energy consumption, comprehensive universities in the Yangtze River Basin are selected to investigate the energy consumption behavior of their users, and the use characteristics of lighting, air conditioning and computers are analyzed. The survey data show that there is a great waste of energy consumption behavior of building users on campus.

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Thoughts On Improving the Service System of Employment and Entrepreneurship for University Students

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Abstract: Under the background of my country's continuous development and construction, the competition among industries in the new market environment is becoming increasingly fierce, and their demand for technology and talents has further increased. For college students, as a successor to socialist development and construction in the future, they must improve their own requirements. After entering the university, they will face future graduation and job employment. If they want to gain a foothold in the society, they must improve their employment and entrepreneurship concepts. Improving the employment and entrepreneurship service system for college students is a task that colleges and universities attach importance to. This article first expounds the current form of employment for college students and the necessity of constructing the employment and entrepreneurship service system for college students, and then discusses the effective path to improve the employment and entrepreneurship service system for college students under the new situation, and puts forward personal opinions.

Keywords: College Students; Employment And Entrepreneurship; Service System

1. CURRENT EMPLOYMENT SITUATION OF COLLEGE STUDENTS

Nowadays, under the policy of expanding enrollment, major colleges and universities have greatly increased the number of students. The number of undergraduate graduate students graduating every year is very large, and the pressure on employment analysis is also increasing. Under the premise of sustained social and economic development, the requirements for talents in various industries are increasing. Many college students are eliminated when they are employed because of their lack of skills or social adaptability. In addition, there are not many jobs. Companies recruit The barriers to entry are high, and college graduates who have just left school and lack of work experience do not have an advantage in themselves. Therefore, employment difficulties have become the main form facing college students. Under this background, the entrepreneurship of college students has become an important way for them to obtain employment. The local governments and colleges and universities in our country also support and value college students' self-employment, and provide some assistance in policies and financial resources. Now that the arrival of the information age has made e-commerce sprint in all aspects of society, his arrival has also become an important path for college students to start their own businesses. Some policies issued by the government can effectively encourage and promote college students to start their own businesses, so the number is increasing year by year. At present, employers in various industries have very high requirements for college students. They not only need to have academic qualifications and professional skills, but also put forward conditions in terms of professional ethics, comprehensive literacy, and innovative ability. However, because employers have increased difficulty in employment for college students, these students Before graduating, I had little contact with society, so I was extremely lack of professional awareness. It is impossible to truly understand the actual situation of the job by relying on the school's professional guidance. This also caused a lack of practical experience. At the same time, some colleges and universities are still relatively single in the education and guidance of college students, lack of guidance in the professional skills and employment of college students, and ignore the differentiation of students' personalities, resulting in their ultimate development unable to meet the specific requirements of employers. At the same time, the new social market economy has created a lot of uncertainties in place. Their emergence can bring employment opportunities to college students and relieve employment pressure, but these positions are not necessarily students' majors, just like some students learn. Accounting majors, but the position needs talents in Chinese language and literature, which also leads to uncertainty in the employment of students. There is also a large flow of talents in certain positions, and the development of their own operations is not stable. This failure to retain talents will cause them to hop and find jobs again, which is also extremely detrimental to the stability of the society [1].

2. THE NECESSITY OF CREATING A SERVICE SYSTEM FOR UNDERGRADUATE ENTREPRENEURSHIP

Although students in many colleges and universities are pursuing their own careers, their goals for these careers are not clear enough, that is, their career awareness is not high. Many students have a one-sided understanding of their own personality characteristics and vocational skills requirements. Even if they are employed in corresponding positions in the majors they have learned, their stability is not high, and they often change jobs because of various dissatisfaction. Some college students lack attention to the country’s entrepreneurial policies. They expect too much
in the process of starting their own businesses. They often invest a lot of money, resources and energy but cannot get the rewards. This will lead to entrepreneurial failure and undermine self-confidence. For their graduation And employment is extremely unfavorable. Many colleges and universities still adopt relatively backward talent training methods. In the process of teaching, they only pay attention to the concept of professional knowledge but ignore the practical function. Under the premise of continuous social development, many industries have undergone huge changes, but the majors set by colleges and universities have been There is no update, which is derailed from the position of the student's major. There is also the professional level that restricts the employment of students. There are many professional teachers in colleges and universities who have been engaged in work for a long time but lack the corresponding training. They have incomplete understanding of the current market and some industries. In the teaching, they restrict the professional development of students and future employment. . Nowadays, many colleges and universities have insufficient teachers, and the employment guidance teachers are all substitute teachers. Their lack of vocational education knowledge reserve and skill level is precisely because the lack of teachers in this area will affect the current employment guidance of college students. In the process of developing employment guidance, some schools only introduce students to some units, but the overall lack of systematic rationality and ignore the differences in personality of college students, so the effect of employment guidance is often not satisfactory. There is also a lack of stability in the teacher guidance team. Most of the staff who carry out this work are instructors or other substitute teachers. They do not have enough professional guidance knowledge themselves, and some directly regard this educational work as a management task. This can also indicate that the employment guidance team is not stable enough [2].

3. THOUGHTS ON PERFECTING THE EMPLOYMENT AND ENTREPRENEURSHIP SERVICE SYSTEM FOR COLLEGE STUDENTS UNDER THE NEW SITUATION

Analyzing from the government, it is necessary for the government to strengthen market regulation, scientifically predict China's economic development and talent demand, reasonably control the employment market for college students, and provide them with corresponding employment security. The government needs to understand the employment needs of college students, lead them to rationally change their ideas, so that college students can also clarify the current employment situation, comprehensively protect their own rights and interests, and formulate corresponding policies and regulations to provide them with legal protection. Next is to improve the entrepreneurial operation mechanism of college students, standardize the talent market and strengthen reasonable resource allocation, and attach importance to the role of the Internet to improve the employment and entrepreneurship service system. Schools should improve the quality of talent training, strengthen the implementation of innovative and applied talent training mechanisms, create specialties based on their own actual conditions, and integrate talent training with regional economic development so that they can promote in their work after graduation. Economic development and construction. In addition, colleges and universities should strengthen the cultivation of students' comprehensive abilities, combine theory and practice, and build an employment and entrepreneurship service platform for college students. They can learn about those positions on the corresponding platform according to their majors and hobbies. Only in this way can they enhance their employment awareness, and at the same time scientifically plan the campus network and establish an employment consulting service system, so that students can fully understand the needs of their graduation positions. Finally, the society should pay full attention to the role that students can play according to the talent concept of the enterprise, carry out reasonable employment guidance in daily teaching and management, and provide students with more internship opportunities [3].

4. CONCLUSION
To sum up, in an environment of fierce market competition, college students will face employment difficulties, so it is necessary for the school to further improve the employment and entrepreneurship service system for college students to lay a good foundation for their future development. Promote my country's economic and social development and construction.

REFERENCE
An Analysis of The Path of Yangming's Xinxue (Philosophy of The Mind) Merged into The Moral Education of Primary School Students in Guizhou Province

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*Corresponding Author.

Abstract: The Xinxue (Philosophy of the Mind) culture produced by Wang Yangming in Longchang (Guizhou Province), is the precious heritage of China's excellent traditional culture. Education in the new era advocates students to "integrate knowledge and action, strive to become ideal, knowledgeable and talented doers and do a career". However, at present, the academic research on how Wang Yangming integrates the "Xinxue" into the moral education of primary school students, which is obviously insufficient. It is very rare to find the specific research on the moral education of primary school students in Guizhou Province.

Keywords: Xinxue; Philosophy Of The Mind; Wang Yangming; Moral Education

THE DEFINITION AND DIMENSION DETERMINATION OF THE CONCEPT OF MORAL EDUCATION

At present, there is no universally recognized definition of the concept of moral education in the world, but there is a tendency to generalize moral education into "great moral education", or "social consciousness education" in China. It is believed that it mainly includes patriotic education, civic knowledge education, political education, moral character training, world outlook education and outlook on life education, etc. Considering the characteristics and tendency of Yangming's "Xinxue", we advocate that we should theoretically define "moral culture " as "moral education" and distinguish it from "political education" and "ideological education" [1]. Unlike theoretical separation, we emphasize organic connection and inseparability between "moral education", "political education" and "ideological education" in practice. Moral education is to internalize morality into personal moral character. People have a different understanding of moral character, so they have different arrangements and emphasis in the content of moral education. There are different views such as behaviorism, intellectualism, emotionalism and volitionalism. Based on views of Socrates, Hume, Dewey, Huang Xiangyang and Goldman, this paper combined with the development trend of education, we believe that moral education includes four interrelated aspects: moral knowledge, moral emotion, moral consciousness and moral behavior.

ANALYSIS OF WANG YANGMING'S CORE VIEW OF "XINXUE"

Wang Shouren, also called Yangming, is the most influential philosopher in the Ming Dynasty and the main representative of the "Xinxue" movement in the Ming Dynasty. His theories and ideas are full of innovation and vitality without the stale habits of traditional science. In addition, they are very infectious and attractive. Wang Yangming borrowed from Mencius's "conscience" theory and absorbed Lu Jiuyuan's "heart learning" view to create Wang Yangming's characteristic "Xinxue". Synthesizing the views of Yangming experts such as Chen Lai, Feng Youlan and Suzuki Dazhuo, we believe that his thoughts are concentrated in four propositions: "Ge Wu (study physical nature)", "the mind is principle", "carry out in good conscience", "knowledge and action should go hand in hand" from the perspective of moral education.

Ge Wu (study physical nature)
Ask "Ge Wu (study physical nature)", Mr said: "Ge Wu" is to correct the incorrectness to make it right. The existence of external things lies in people's own consciousness. The meaning of everything in this world is given by human consciousness. Therefore, according to Wang Yangming's understanding, that is what Yangming means. The characteristic of his geophysical theory is that he emphasizes that these activities serve a clear purpose (with a clear commander called "mind"). These activities are only recognized as a means to achieve this purpose, whose meaning is not independent, the mind is "the good end".

From the position of this study of moral education, we understand Yangming's "style" as: Guided by the highest moral knowledge in the personal mind, we should learn and analyze relevant moral knowledge. This idea mainly corresponds to the moral knowledge of moral education. The mind is principle

The relationship between "heart" and "principle" is one of the basic philosophical problems of the whole system of science. As far as mind learning tradition is concerned, the relationship between heart and reason is the core of the whole system. Yangming sometimes expresses the concept with the "heart body" and "the body of the heart" [2]. Such a concept is clearly a concept close to reason by being exclusive of sensibility, which is actually a concept close to what Kant called "purely practical rationality" by looking at the moral domain. In other words, in ethics, the original heart is close to the concept of the "moral subject" in Kant's ethics.
From the position of moral education in this study, our "heart" refers to the moral subject, corresponding to practical rationality, which it puts more emphasis on the responsibility of seeking perfection. Moreover, "principle" refers to moral law and mainly means the "reason of course". This idea mainly corresponds to the moral emotion of moral education.

Carry out in good conscience

"The concept of knowledge comes from the University and the concept of conscience comes from the book Mencius. During its formation, Yangming philosophy, in terms of its basic ideological direction, obviously continued the tradition of cardiology since Lu Juyuan in the Song Dynasty. The structure starts from the scope of ideological materials and theoretical theories provided by the University [3]. The "commitment to conscience" proposed after Pinghao shows that Yangming has really found the form of combining the ideas of Mencius and the University. "Carry out in good conscience" is the last form of the development of Yangming philosophy, which has a great influence on the development of philosophical thoughts throughout the middle and late Ming Dynasties. Since conscience is "knowledge", its operation or expression as a moral law cannot be separated from "consciousness", so Yangming often emphasizes more that conscience is "the clear spiritual sense of heaven". It can be seen that heaven is the combination of conscience and spiritual consciousness for Yangming. Only when the two really act at the same time can they be called the real heaven.

From the position of moral education in this article, we interpret "to conscience" as: the inner moral consciousness self-develops to a degree completely in line with the universal moral law of human society. This idea mainly corresponds to the moral consciousness of moral education.

Knowledge and action should go hand in hand

Wu Chen in the third year of Zhengde, Yangming was relegated to Longchang, Guizhou Province, he lived in the

Table 1. A moral education questionnaire

<table>
<thead>
<tr>
<th>Question number</th>
<th>Quality</th>
<th>Matter</th>
<th>Do not meet the expected proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Knowledge</td>
<td>You will pick up 100 yuan on the way to school:</td>
<td>3.70%</td>
</tr>
<tr>
<td>20</td>
<td>Knowledge</td>
<td>When someone is suddenly sick or injured, you should call the () for help</td>
<td>2.11%</td>
</tr>
<tr>
<td>21</td>
<td>Knowledge</td>
<td>The correct way to escape in a fire site is:</td>
<td>5.64%</td>
</tr>
<tr>
<td>22</td>
<td>Knowledge</td>
<td>When the red light is on the crosswalk, you will:</td>
<td>27.51%</td>
</tr>
<tr>
<td>5</td>
<td>Emotion</td>
<td>What do you think of being a class cadre</td>
<td>26.08%</td>
</tr>
<tr>
<td>6</td>
<td>Emotion</td>
<td>You go to school for this purpose</td>
<td>32.80%</td>
</tr>
<tr>
<td>7</td>
<td>Emotion</td>
<td>You prefer it in the following professions</td>
<td>6.70%</td>
</tr>
<tr>
<td>17</td>
<td>Emotion</td>
<td>When you borrow something from school, you usually:</td>
<td>3.17%</td>
</tr>
<tr>
<td>19</td>
<td>Emotion</td>
<td>For your parents' nagging in learning and life, you will:</td>
<td>3.70%</td>
</tr>
<tr>
<td>10</td>
<td>Consciousness</td>
<td>When you find yourself delivering nutritious meals, you take too much, can't eat, then you will:</td>
<td>3.17%</td>
</tr>
<tr>
<td>12</td>
<td>Consciousness</td>
<td>During the school cleaning, you will:</td>
<td>15.52</td>
</tr>
<tr>
<td>13</td>
<td>Consciousness</td>
<td>Do you often do the housework at home?</td>
<td>9.35%</td>
</tr>
<tr>
<td>14</td>
<td>Consciousness</td>
<td>In the final exam, your mood is:</td>
<td>6.17%</td>
</tr>
<tr>
<td>8</td>
<td>Action</td>
<td>Meet the teacher or the elders, you will:</td>
<td>3.70%</td>
</tr>
<tr>
<td>9</td>
<td>Action</td>
<td>When you agree a time to meet, you will:</td>
<td>26.10%</td>
</tr>
<tr>
<td>11</td>
<td>Action</td>
<td>There are paper scraps in the classroom, and when you see them, you will:</td>
<td>18.17%</td>
</tr>
<tr>
<td>15</td>
<td>Action</td>
<td>When someone accidentally step on you, you usually:</td>
<td>3.53%</td>
</tr>
<tr>
<td>16</td>
<td>Action</td>
<td>If the teacher criticizes you in public, you will usually be:</td>
<td>9.87%</td>
</tr>
</tbody>
</table>

In order to understand the current situation of moral education in Guizhou Province, with the comprehensive opinions of experts and scholars, we designed a moral education questionnaire. The questionnaire analyzed
students’ moral education in four parts and in September
2020-May 2021 through the questionnaire star survey [7-
8]. At the same time, the research group organized special
personnel to visit nine prefectural primary schools in
Guizhou province to ensure the effectiveness of the
questionnaire and first-hand moral education information,
as shown in Table 1.

Judging from the questionnaire analysis, students have a
good overall grasp of moral education knowledge. But
when the combination of knowledge and behavior is
involved (like when the red light in the crosswalk opens),
performance will be unsatisfactory; students' emotional
differences in moral education are obvious, when it comes
to having the answer that is not the only question, the
selection difference are huge. Reflecting the moral
diversification tendency of students is obvious, it need for
unified guidance. Moral awareness is overall satisfactory,
but when it comes to issues related to their own need to
participate in labor, performance appears deviation.
Overall moral behavior (such as garbage disposal and late
dates) is poor. Although there are three sets of multiple-
choice questions of high quality, however, considering the
factors such as teacher constraints, answer environment,
no actual occurrence and field observation, we believe that
moral behavior needs to be strengthened.

ANALYSIS ON THE THEORETICAL PATH OF
YANGMING CULTURE INTO GUIZHOU PRIMARY
SCHOOL MORAL EDUCATION

Table 2. The characteristics and requirements of Yangming culture

<table>
<thead>
<tr>
<th>Yangming culture feature</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus knowledge while emphasizing the importance of the highest moral consciousness of the personal mind</td>
<td>Guided by moral consciousness, we should guide students to learn relevant knowledge</td>
</tr>
<tr>
<td>Emphasis on emotion, focusing on the subjective consistency of personal emotion and social laws</td>
<td>Moral subjects conform to moral laws</td>
</tr>
<tr>
<td>Focus on consciousness, highlighting the significance of &quot;to&quot;, emphasizing the in-depth and comprehensive play to the function of &quot;heart&quot;</td>
<td>The inner moral consciousness develops to a degree that is fully completely in line with the universal moral laws of human society</td>
</tr>
<tr>
<td>Focus on behavior, emphasize sincere practice or practice</td>
<td>The unity of moral consciousness and moral practice is more about moral practice as the standard</td>
</tr>
</tbody>
</table>

Table 3. The characteristics of Guizhou culture

<table>
<thead>
<tr>
<th>Guizhou culture feature</th>
<th>Suggestions on integration with moral education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miscellaneous and orderly, harmonious coexistence</td>
<td>Respect the students' national customs, pay attention to integration and harmonious coexistence</td>
</tr>
<tr>
<td>Simple and natural, each into system</td>
<td>Respect the students' respective family background and life characteristics and give full play to the students' advantages of being simple and obedient</td>
</tr>
</tbody>
</table>

After the combination of the three, the theoretical solution direction has appeared as shown in Table 4.

Table 4. The theoretical solution direction

<table>
<thead>
<tr>
<th>Yangming meridians culture</th>
<th>The corresponding theoretical proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge teaching is satisfactory, but needs to be strongly combined with behavior</td>
<td>Guided by moral consciousness, the guide students to learn relevant knowledge, pay attention to the role of self &quot;heart&quot;. Strengthen the combination with behavior. Increase national knowledge and education of mutual respect</td>
</tr>
<tr>
<td>The tendency of diversification is obvious and the necessary guidance is needed</td>
<td>Moral subjects conform to moral laws, so that students truly understand the essence of moral norms. Strengthen the necessary value guidance; strengthen the education of mutual understanding and respect</td>
</tr>
<tr>
<td>The whole is better, but we need to increase the proportion of labor activities</td>
<td>The inner moral consciousness develops to a degree that is fully completely in line with the universal moral laws of human society. Increase the practical content of practical labor and practical operation</td>
</tr>
<tr>
<td>It is necessary to strengthen the implementation and practice of moral education behavior</td>
<td>The unity of moral consciousness and moral practice is more about moral practice as the standard. Guide behavior with knowledge and practice, strengthen the implementation and practice of moral education behavior</td>
</tr>
</tbody>
</table>
PRACTICAL INTEGRATION OF YANGMING CULTURE INTO GUIZHOU PRIMARY SCHOOL MORAL EDUCATION

After the theoretical direction is clear, it is necessary to carry out specific practical exploration. Considering the actual situation of primary school moral education, we have preliminarily outlined the specific form of implementation as shown in Table 5:

<table>
<thead>
<tr>
<th>Yangming meridians culture</th>
<th>Inclination</th>
<th>The corresponding theoretical proposal</th>
<th>Corresponding specific activities and forms of embodiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ge Wu (study physical nature)</td>
<td>Focus knowledge while emphasizing the importance of the highest moral consciousness of the personal mind</td>
<td>Guided by moral consciousness, the guide students to learn relevant knowledge, pay attention to the role of self &quot;heart&quot;.</td>
<td>Cultural class lesson plan, moral education lesson plan, micro class lesson plan, class meeting lesson plan, class meeting plan, etc.</td>
</tr>
<tr>
<td>The heart is the principle</td>
<td>Emphasis on emotion, focusing on the subjective consistency of personal emotion and social laws</td>
<td>Moral subjects conform to moral laws, so that students truly understand the essence of moral norms. Strengthen the education of mutual understanding and respect.</td>
<td>Head teacher moral education plan, school work plan, school moral education plan, less first school team plan</td>
</tr>
<tr>
<td>To conscience</td>
<td>Focus on consciousness, highlighting the significance of &quot;to&quot;, emphasizing the in-depth and comprehensive play to the function of &quot;heart&quot;</td>
<td>The inner moral consciousness develops to a degree that is fully completely in line with the universal moral laws of human society. Increase the practical content of practical labor and practical operation.</td>
<td>Essays, experience, experience</td>
</tr>
<tr>
<td>Knowledge and action should go hand in hand</td>
<td>Focus on behavior, emphasize sincere practice or practice</td>
<td>Unity of moral consciousness and moral practice. Guide behavior with knowledge and practice, strengthen the implementation and practice of moral education behavior.</td>
<td>Summary, briefing</td>
</tr>
</tbody>
</table>

ACKNOWLEDGEMENTS
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REFERENCES
There Are Differences in Taekwondo Competitive Ability Between Chinese and Korean Students

Xia Zhao
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Abstract: The geographical and ecological environment is very important to the impact of sports, for any individual competitive sports, to win must be in each technology to fully grasp and flexible influence. For China and South Korea college students learning tae kwon do, want to win in the competitive, also needs the technical the flexible impact of geographical environment under the influence of taekwondo techniques including commonly, hind legs kicked, front legs yi kicked, the two sides and kicked him, some technologies such as each technology has its unique use, in the competitive effect is very important.

Keywords: Taekwondo Competition; Geographical And Ecological Environment; Difference Study

1. INTRODUCTION

More and more people pay attention to taekwondo competition because of its fierce competitive color. In taekwondo competition, the influence of leg technique is the key to score points. All the relevant skills and their flexible influence are pursued by every Chinese and Korean taekwondo college student. The competitive influence under the role of geographical and ecological environment is very important, and it has a strong lethality in both attack and counterattack. Therefore, the author mainly analyzes the influence of geographical and ecological environment factors in this study. Taekwondo in China in 2015, South Korea's semi-finals and finals, geographic ecological environmental factors using in sports occupy a large proportion, and the geographical factors of ecological environment in South Korea taekwondo competition serves to high points won in the taekwondo competition with China, thus the geographic ecological environmental factors in the influence of different gender of taekwondo competition also there is a certain difference, so this article will be on gender differences in the effect of the technology gap analysis, aims to make the results more accurate and scientific.

2. RESEARCH OBJECTS AND METHODS

2.1 Research Objects

The research object of this paper is the Chinese team in taekwondo championship semi-finals and finals in 2015 men and women of China and South Korea college students (including men as Zhao Shuai, female Wu Jingjue), with their geographic ecological environment in the competitive factors as the main research content, on the basis of combining previous research results on geological ecological environment factors on the offensive, fight back and to meet the three aspects of influence is analyzed.

2.2 Research Methods

2.2.1 Literature method

In the process of this study, with the aid of Chinese knowledge network database, a database of ten thousand, the school library, baidu search and Google academic search access to a large number of geographic ecological environment factors in the taekwondo competition under the influence of related references, and classifies the references of access to, to provide theoretical reference to the research of this paper.

2.2.2 Video viewing method

In this paper, in the process of research in order to make the results more authenticity and scientific, used the observation records to assist in the study, by watching video, 2015 taekwondo championship semi-final and final to some techniques involved in detailed behavior observation records, and the study of which involves the content for further statistics and analysis.

2.2.3 Mathematical statistical analysis

On the basis of the video viewing method, in order to better analyze the recorded data, mathematical statistical analysis method was also adopted in this paper. Relevant data recorded by the video watching were counted and the percentage analysis method was used to calculate the data. Finally, Excel table was used to present the data.

3. RESULTS AND ANALYSIS

3.1 Statistical analysis of the impact of various technologies in the 2015 World Championships

Table 1: 2015 Taekwondo World Championship semifinals in South Korea, the final of various technical influence (China women's team: Wu Jingyu)

<table>
<thead>
<tr>
<th>Commonly technology</th>
<th>used Geographic environment</th>
<th>ecological Under the hind leg Kicked his</th>
<th>threesome</th>
<th>After playing</th>
<th>Push play</th>
<th>the Other technologies</th>
<th>A combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>The total number of</td>
<td>16</td>
<td>14</td>
<td>113</td>
<td>2</td>
<td>8</td>
<td>24</td>
<td>18</td>
</tr>
<tr>
<td>The total score</td>
<td>10</td>
<td>7</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Impact ratio (%)</td>
<td>8.8</td>
<td>7.5</td>
<td>54.9</td>
<td>1.1</td>
<td>4.4</td>
<td>13.4</td>
<td>9.9</td>
</tr>
<tr>
<td>Score ratio (%)</td>
<td>62.5</td>
<td>50</td>
<td>10.6</td>
<td>0</td>
<td>0</td>
<td>12.5</td>
<td>5.6</td>
</tr>
</tbody>
</table>

Table 2: Statistics on the technical impact of the 2015 Taekwondo World Championship Semifinals and finals in China (Chinese men's team player: Zhao Shuai)
In table 1 and Table 2 above, we can clearly find that whether in Chinese or Korean taekwondo competitions, college students in China and South Korea all use some techniques, such as hind leg horizontal kick, front leg up horizontal kick, etc., although the geographical and ecological factors are very high. But geographic factors of ecological environment influence brought by the first is the highest, the Chinese sports and improve the ecological environment impact due to the geographical factors in every 50%, South Korea's competition and improve the ecological environment impact due to the geographical factors in every 62.5%, thus, geographical factors affecting ecological environment situation of points won much higher, China and South Korea is the major effect of the college students to get the score.

3.2 Comparative analysis of the influence of geographical and ecological environmental factors and other technological influences

3.2.1 Analysis of the influence of geographical ecological environment

Table 3: Statistical table of the comparative impact of geographic ecological environment and horizontal kick technology

<table>
<thead>
<tr>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commonly used technology</td>
<td>Geographic ecological environment</td>
</tr>
<tr>
<td>The total number of</td>
<td>16</td>
</tr>
<tr>
<td>The total score</td>
<td>10</td>
</tr>
<tr>
<td>Impact ratio (%)</td>
<td>8.8</td>
</tr>
<tr>
<td>Score ratio (%)</td>
<td>62.5</td>
</tr>
</tbody>
</table>

As shown in Table 3, horizontal kick is the most common kick in Taekwondo. The horizontal kick is the technical essentials including: When the attacking foot is out of the leg, the knee should bend and raise the knee first, and then bounce the leg to attack after the knee points to the attacking target in front. When you hit a target, use the instep of your foot, not the inside of your foot.(3) support feet before the ball for the axis rotation, out of the leg to make the heel pointed in front. Can be seen from above, we kicked technology used in the taekwondo competition the number of times, in taekwondo competition in China, Zhao Shuai the use of the technique for 138 times, in the south Korean taekwondo competition, Wu Jingqie the use of the technique for 113 times, but play technology brought about by the transverse serves only at about 25%, so it is known that kicked technology is one of the commonly used technology in the taekwondo competition, its main purpose is to against opponents persistently, found in the process of lasting against opponent's weakness, and then to attack and score. The technology is higher because of the influence of frequency transverse kicking attack range is wide, he can score hits the opponent's each part, in the ongoing fight to find your opponent's weakness, and then join the action of other technology, so as to create conditions to obtain the score, the technology use more is another reason why it is not like geographic ecological environment factors reasons for college students to China and South Korea high comprehensive quality requirements, that is to say the difficulty coefficient of horizontal play is not very big, but the technology for China and South Korea students' endurance and the ability to respond to all have high requirements, so in the actual competitive, It is necessary to weigh the advantages and disadvantages in the analysis of the factors affecting geographical ecological environment.

3.2.2 Comparative analysis of kick technology under the influence of geographical and ecological environment factors

Table 4: Statistical table of technical impact of shuangfei under the influence of geographical and ecological environment

<table>
<thead>
<tr>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commonly used technology</td>
<td>Geographic ecological environment</td>
</tr>
<tr>
<td>The total number of</td>
<td>16</td>
</tr>
<tr>
<td>The total score</td>
<td>10</td>
</tr>
<tr>
<td>Impact ratio (%)</td>
<td>8.8</td>
</tr>
<tr>
<td>Score ratio (%)</td>
<td>62.5</td>
</tr>
</tbody>
</table>

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As shown in Table 4, the skills of taekwondo double flying kick are as shown in Table 4. Starting from the closed combat position, the attacker should attack the left rib with the right horizontal kick. At the same time, the attacker should push off the ground with the left foot and turn right with the body flying above the knee, but not too high. After taking off with the left foot, kick the opponent's chest or abdomen with the left horizontal kick in the air; Switch left and right feet, right foot landing support, left foot horizontal kick after the target quickly fell forward, into the left combat posture. Technology use less, in China's competitive Zhao Shuai used ten times, in South Korea competitive Wu Jingjue use only 2 times, and less, in China's competitive Zhao Shuai used ten times, in South Korea competitive Wu Jingjue use only 2 times, and the USES of the threesome has no effect to the first basic, mainly because the technology requires the legs combo, before the movement will have a former rushed up, and it's easy to potential with rivals unseen adopt methods to avoid, in addition, in both legs in the process of the combo, China and South Korea university student body is empty, this is a comparison of college students' physical consumption by China and South Korea, so this technology is not suitable for frequent use in sports, But there's also the use of reason is that this technology has a good view and admire a gender, generally in the case of large advantages, advantages are more use of the technology, the other is that although the technology is easy to detect and avoid, but the damage is very strong, if the case does not guard against the opponent, using technology, fight against opponents is very serious.

3.2.4 Comparative analysis of back kick technology under the influence of geographical and ecological environment

Table 5: Statistical table of the impact of geographical and ecological environment on backkick technology

<table>
<thead>
<tr>
<th>female</th>
<th>male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commonly used technology</td>
<td>Geographical environmental</td>
</tr>
<tr>
<td>The total number of</td>
<td>16</td>
</tr>
<tr>
<td>The total score</td>
<td>10</td>
</tr>
<tr>
<td>Impact ratio (%)</td>
<td>8.8</td>
</tr>
<tr>
<td>Score ratio (%)</td>
<td>62.5</td>
</tr>
</tbody>
</table>

As shown in Table 5, the technique of kickback in Taekwondo is about 180 degrees with both feet as the axis and 90 degrees with the right body. The two fists are placed in front of the chest. When the upper body turns right, buckle the shoulder and turn the head. The right foot pushes off the ground and the upper body twists and turns together. The left foot rotates about 90 degrees on the axis, at the same time, tighten the right calf and clamp the thigh, and then kick back straight. Zhao shuai used it twice in Chinese athletics and Wu Jingjue used it eight times in Korean Athletics, accounting for about 3% of the total number of times, and it had little effect on the scoring rate. The reason why the use of the back kick technique is less is also because the launch of this technique will have a relatively obvious rise, that is, turn 90 degrees and push back, which is easy to be detected and avoided by the opponent in the actual competition, generally only used suddenly after the protracted war when the opponent's mind is not focused. Compared the influence of ecological environment and geographical factors, play technology after actually much bad master, because in China and South Korea for the movement is of the college students are back to rivals, in can't intuitive grasp of the opponent's actions, the technology is there is a certain risk, although geographic ecological environment also has certain risk, but because of the smaller range of movement, the technology and the judgment for rival movements and their next action anticipation can better grasp.

3.2.5 Comparative analysis of push-kick technology under the influence of geographical and ecological environment

Table 6: Statistical table of the impact of geographical and ecological environment on push-kick technology

<table>
<thead>
<tr>
<th>female</th>
<th>male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commonly used technology</td>
<td>Geographic ecological environment</td>
</tr>
<tr>
<td>The total number of</td>
<td>16</td>
</tr>
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<td>10</td>
</tr>
<tr>
<td>Impact ratio (%)</td>
<td>8.8</td>
</tr>
<tr>
<td>Score ratio (%)</td>
<td>62.5</td>
</tr>
</tbody>
</table>

By the above-mentioned six learn that push play technology used in the use of taekwondo competition times higher than the number of geographic ecological environment, the usage is 39 Zhao Shuai in Chinese athletic time, South Korea game Wu Jingjue usage is 24 times, the use of integrated technology of around 16%, compared with the geography under the influence of the ecological environment comprehensive technology accounted for 7%, pushing play the use of number is almost a geography about 2 times of the ecological environment, but on the scores, geographical environment under the influence of 19 to an average of about 56%, and push the kick serves only about 12% on average. This shows that although the use of the push to play more, but the points won or not as good as geographic ecological environment, this is because the geography master under the influence of the ecological environment is relatively difficult to some, but the attack strength is higher than push play, because play is pushing in the leg after the defense of a conveniently attack action, the attack strength is not large, continuous attack main purpose is to interrupt the opponent, to make myself a better defensive and offensive opportunities. Of course after attacking defensive endurance cost for a long time, during the period of the end, this technique has certain score of the space, because the technique strength is not big, conveniently offense is based on the defensive, so at the end of the rival endurance cost under the condition of excessive, its defensive cohesion will be slow, so this momentum can get the opportunity to score.

3.3 Analysis of the impact of geographical and ecological environmental factors on the competition

3.3.1 Analysis of the impact of geographic ecological environment on active attack
The influence of geographical and ecological environment

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factors makes it easier for college students to score, on the one hand, because this technical action causes more damage, and on the other hand, because the attack range of this technical action is relatively flexible and has a long distance. Say geographic ecological environment factors because the damage caused by the relatively large geographical ecological environment in the process of attack will have two pieces of power use, the first period of power is the power of crus issue, the second period of power is the power of the waist issue, Korea university students in the middle of the opponent's head of a power attack to students of the lower leg in China and South Korea at the same time the waist force can be based on the original intensity strength to fight, so as to make the opponent by a blow after tend to lose focus and not have the ability to fight back.

3.3.2 Analysis of the impact of geographical and ecological environment on counterattack
Due to the impact of geographical environment can let the distance is longer, so just for the time when it has not been revoked fake attack, it can cause unexpected blow to his opponent, of course, if your opponent in the process of the cancellation of the false action in fast, you can take is to play to the transformation of the method to resolve, let the opponents can't go to the next attack action. Although also has certain lethality when counterattack, but because it is passive, so at this time to pay attention to the body centre of gravity is imbalance, and used the strength of the back should not be used and take the initiative to attack the strength of the same, otherwise it will cause opponents flaw, still need to pay attention to footwork when fight back flexibility, can avoid the center of gravity be unsteady, and that can easily go to avoid the opponent's attack. If the opponent is able to connect with the second move, then it is necessary to guard the scoring points on the abdomen with your hands, and then look for opportunities to make other technical countermoves.

3.3.3 Analysis of the impact of geographical and ecological environment in the attack
Geographical compared with those of other techniques to meet to meet when under the influence of the ecological environment has different advantages, this advantage is mainly manifested in progress will lift knee up back first, when the whole leg in front, so that we can comprehensive protection to vulnerable parts, and is on the chopping, speed is generally faster, when this technique, if your opponent to attack, then can be translate into is stare on the basis of the movement to stop, if your opponent attack interrupt, On this basis, we can carry out the step movement to complete the attack process of the action influence brought by the geographical and ecological environment. Although it has a certain advantage in hitting, it is easy to cause instability of center of gravity and even fall down and be punished because of the difficulty of this action. Therefore, it is necessary to walk flexibly and be ready to play with the guard at any time when performing this action. Under the influence of geographical and ecological environment, it is most fearful to be subjected to offensive actions with great force, such as roundabout kick and backspin kick, etc. Therefore, the influence of this technique should be weighed in the case of not being fully confident.

4. CONCLUSION
Taekwondo championship in 2015 for China and South Korea in the semi-final and final various movements technology study, learn that in all the actions, the use of horizontal play technology is the most, and serves the highest is the geography under the influence of the ecological environment, but this technology use account for only about 15% of the proportion of the comprehensive technology, so it can be seen in the taekwondo competition, kicked technology generally used primarily as a common attack and enduring confrontation, and major offensive scoring technology because of geographical impact of ecological environment, to weigh the pros and cons, of course, to grasp the proper time to carry on the attack, Counterattack and counterattack. In addition, the study also found that there is a big difference in scores between Chinese sports and Korean sports. Some researchers put forward that this is mainly because the Korean body is more flexible and coordinated than that of China.

Through the above analysis, it can be seen that the influence of geographical and ecological environment factors plays a very important role in the taekwondo competition, so the training and actual combat impact of geographical and ecological environment factors should be paid great attention to. In practical effect, because of the influence of the geographical ecological environment factors need to master a certain time, so under the influence of geographical ecological environment factors need to make the right opportunity, and this requires affect other matching technology to prepare for the impact of geographical environment, so as to improve the geographic ecological environmental factors bring about competitive force, and improve their comprehensive ability.

REFERENCE
Traditional Gardens and Modern Landscape Design

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Abstract: With the continuous development of China's social economy, people's living standards are also constantly improving, and there are higher requirements for the living environment. Traditional gardens are a common design concept in traditional engineering design, which also has traditional cultural characteristics. However, with the development of the current era, the concept of modern landscape design has been gradually integrated into the current traditional design, and integrating the modern landscape design on the basis of the traditional garden art design has also become the focus of the current garden artists. Therefore, this paper analyzes the differences and characteristics of Chinese traditional landscape art and modern landscape design, aiming to provide a certain reference value for the development of modern landscape design.

Keywords: Traditional Garden; Modern Landscape Design; Features

1. INTRODUCTION

people's living standard in the social and economic development at the same time also made continuous changes, people not only pay more attention to the current standard of life and quality, but also more pursuit of things value and design, require design not only need to meet the basic needs of life, at the same time also need to have a certain artistic value and spiritual level. In the traditional design process, traditional garden is the most basic design concept and way, and with the advancement of The Times, modern landscape design gradually into the current design concept, and in the process of modern landscape design, relevant personnel need to pay attention to the application of garden materials, try to increase the application of garden materials, and effective garden design and modern landscape design, give full play to the characteristics of the two design, so as to make the current design more diversified [1]. Traditional garden design has the characteristics of higher naturalization and tradition, while the modern landscape is more scientific. The effective combination and inheritance of the two is also a very important content for the development of the current design field.

2. A COMPARATIVE STUDY OF CHINESE TRADITIONAL GARDEN ART AND MODERN LANDSCAPE DESIGN

China has a very long course of development, in this development process, garden art has also been sustained and in-depth development, so the traditional garden art in the development process of China, has a very strong historical characteristics and traditional characteristics, and the cultural style of traditional garden art is very diverse, but in the actual process of traditional garden art design, traditional garden art only serves a minority people, and this is and the modern landscape design goals, for contemporary landscape art design, more suitable for most of the population, so the application is more widespread. It can be seen that in the traditional garden art and modern landscape design concept, can not only can play the advantages of traditional garden art, can also be its design concept for certain innovation, and combined with the modern landscape design mode, not only played the effect of inheritance, also effectively extend the design

3. ART CARRIER COMPARISON

3.1 Functional form level

Functional form is the most important difference between traditional garden art and modern landscape design. In different social environment buildings, the use function of buildings will also change greatly. Therefore, in the actual design process, it is necessary to fully consider and analyze the actual application background of traditional garden art and modern landscape design, so as to distinguish the application functions of the two on. Traditional garden art in the process of practical application, mainly serves the higher quality of life, people usually have higher economic ability, and not only pay attention to material in life, also pay more attention to the atmosphere of life and spiritual level, such as study, hall, and so on., are the common application of traditional garden art. As far as modern landscape design is concerned, its service object is more common and popular, and all people are served by modern landscape design. Therefore, it can be seen that modern landscape art design pays more attention to people's actual needs for housing and transportation, and there is a big difference between traditional garden art and modern landscape design [3].

3.2 Material carrier level

In the garden architecture, more styles and types are included, while different styles and types also use different types of building materials. The development of the construction market has gradually formed a highly competitive environment during the development of the construction industry, which leads to the continuous changes of construction materials. The materials used by different garden art will also have great differences in different periods. In the design process, the traditional garden art pays more attention to the rationality of materials, which is usually designed and embellished on the basis of the original materials or terrain, so as to realize the design concept of the unity of man and nature. Although the traditional garden art has certain limitations in the use of materials, there are more material carriers. At
the same time, through this natural material carrier, the concept of the unity of man and nature can also be effectively fully expressed.

4. COMPARISON OF ECOLOGICAL VIEW

Compared with the modern landscape design, the traditional garden art pays more attention to the integration of man and nature. In the design process, it will respect the actual regional terrain characteristics, and skillfully use and design it, so as to design the garden art with more unique characteristics. Generally, before the design of traditional garden art, the relevant personnel will conduct full investigation and research on the garden plot, observe the surrounding soil and hydrology content, take these natural conditions as the design basis, and add a design sense with more humanistic characteristics on the basis of without changing the original. This way of design not only will not cause a certain landscape abrupt, but also more beautiful and natural, let the viewer also get happy and relaxed while watching [4].

The main content of modern landscape design is to extend the traditional garden art, the development of science and technology is the important driving force of modern landscape design, in the current design process, relevant personnel will be in line with the premise of ecological landscape construction concept, highlight the relationship between architecture and ecology, on the basis of the existing landscape diversified design, the design mode will not retain the original surrounding landscape, but also more scientific and environmental protection.

5. AESTHETIC COMPARISON

While people’s living standards are constantly improving, the aesthetic concept is also constantly changing. Under the background of this era, the aesthetic requirements for design are even higher. For the garden style, more emphasis will be paid to the beauty of freedom, but also will pay more attention to the integration of natural beauty and humanity. In the process of design, the modern landscape pays more attention to the three-dimensional design, highlighting the overall sense of the landscape, and paying more attention to its sense of hierarchy and fashion sense. Both people have their own different aesthetic characteristics. At the same time, in the process of design, traditional garden art usually takes attic and courtyard as the main design content, and the main design content of modern landscape design is the order and scientific nature of architecture. These differences and obvious differences have a great deal related to people's living background and culture [5].

6. CONCLUSION

To sum up, in the current traditional garden art and modern landscape design, relevant personnel need under the premise of traditional garden art, modern landscape design continuous innovation, and the effective integration, only both development and progress, can better promote the sustainable development in the field of construction and design in our country.

REFERENCE

The Study on the Comparison between Literal Translation and Free Translation

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Abstract: For over a thousand years, the debate over the issue “What is translation?” has been catching the eyes of all engaged or interested in the field of translation, which is also true for the debate over the subject “Is literal translation or free translation better?”. As we all know, literal translation and free translation are the most basic translating skills and the proper use of these two approaches can make your translation better. However, the debate over the themes “Which one can make the translation more natural? and “Which one contributes more to the translating of the source text?” never stops. The paper compares literal translation with free translation through several typical examples of English to Chinese translating, aiming to find the characteristics of the two different translating approaches and thus finding out both the strength and weakness of literal and free translation. Keywords: Literal translation; Free translation; Comparison

1. INTRODUCTION
Within western society, issues of free and literal translation were for over a thousand years after St Jerome bound up with the translation of the Bible and other religious and philosophical texts[1]. The central recurring theme of “word-for-word” and “sense-for-sense” translation is a debate that has dominated much of translation theory in what Newmark calls the “pre-linguistic period of translation”. It’s a theme which Susan Bassnett, in “The history of translation theory” section of her Translation Studies, sees as “emerging again and again with different degrees of emphasis in accordance with differing concepts of language and communication”.

2. LITERAL TRANSLATION AND FREE TRANSLATION
2.1 Definition of Literal Translation and Free Translation
Literal translation, also called word-for-word translation, is ideally the segmentation of the source language text into individual words and target language rendering of those word-segments one at a time. This ideal is often literally impossible. For example, an inflected word in an agglutinative source language can almost never be replaced with a single word in an isolative target language, and, even when literally possible, the result is often unreadable. Hence most so-called literal translations are in fact compromises with the ideal: looser renditions that replace individual source language words with individual target language words wherever possible, and cling as closely as possible to the source language word order in the target language[2].

Free translation, also known as sense-for-sense translation, emphasizes transfer of the meaning or “spirit” of a source text over accurate reproduction of the original wording. The purpose of sense-for-sense translation is to accommodate the needs of the target language reader by producing a text which conforms the linguistic and textual norms of the target language and culture and which does not therefore sound “foreign”[3].

2.2 Application of Literal Translation and Free Translation
Literal translation is a commonly used method of translation. In translation practice, generally, the literal translation is the main. Because in many cases, literal translation not only can keep the original content and spirit accurately but also avoid producing misunderstandings caused by improper paraphrasing. As long as it can reflect the content of the original and does not violate the expression habit of target language, the literal translation should be considered firstly. Some English idioms are often translated with this method such as:“Blood is thicker than water.” (xuě nòng yǔ shuí) “God helps those who help themselves.”(tiān zhù zǐ zhù zhě)

Literal translation emphasizes the importance of being faithful to the original as well as the faithfulness, expressiveness and elegance. And because of different structure of English and Chinese, translating between English and Chinese cannot be done word by word. Literal translation should not only elucidate the original meaning fully and accurately but also cannot distort, add or delete the original thoughts. At the same time, it should maintain the original style, and sometimes even the mood or feeling can’t be ignored.

Literal translation, however, cannot be used under any circumstances. If just complying mechanically with the original words, phrases, sentence order and the surface meaning, the target text would fail to convey the correct meaning of the source text. For example, the phrase “He has an axe to grind.” means” He has ulterior motives”. It cannot be understood if it is literally translated. During the process of rendering, sometimes English and Chinese have great differences regarding the same ideological content. In addition, the source language and target language are different in grammar, word order and rhetoric. Therefore, the expressions in target language which just adjust to the original words may be difficult to reproduce the original ideas accurately. To make the target text clear and convincing and to conform to the habits of target language, the translators must try to comply with the customs and the correct usage of the target language instead of adhering to the original patterns of expression mechanically. That is where free translation comes in. The following is an example of free translation.

Source text: We all look forward to the day when simple...
medical translation: wǒ men dōu xiǎng yǒu yī tiān jiān dān de yǐ liào cě shì něng zāi ěr zhēng hǎi xiāo de shì hòu fā xiàn ěr zhēng.
Free translation: wǒ men dōu qǐ yǐ wǎng cháo yǐ rì, rěn men něng yǒng yī zhōng jiān biān de jiān yàn fāng fā fā xiàn zǎo qǐ ěr zhēng.

From the above example, we can find that if literal translation is adopted, the expression in target language is hard to understand and unreadable and awkward for readers of target language.
Free translation is mainly adopted in the situation that huge cultural differences exist between the source language and target language. From the intercultural language communication and cultural exchange's point of view, free translation emphasizes the cultural system of target language. A large number of examples show that the use of free translation reflects differences among nations in ecological culture, language culture, religion culture, material culture, social culture and many other aspects.

In the use of literal translation and free translation, we must first thoroughly understand the ideas, emotions and feelings of the author. And then, we can choose whether free translation or literal translation should be adopted, or choose to combine both of them during the process of rendering. Only in this way can we be responsible to both authors and readers. The basic, and also the ultimate goal of translation is, the target text must be faithful to the source text and the target text must be expressive.

2.3 Literal Translation or Free Translation? Which One is Better?

By the 1980’s, Chinese scholars seem to have reached a general consensus which favors literal translation wherever possible and free translation whenever literal translation is not a good choice. Translation practice has proven that literal translation and free translation are not contradictory but complementary.
Which one is better? Literal translation or free translation? After debating for so many years, there is still no absolute answer to this question. Some translators prefer literal translation because they think the target language should be consistent with source language in form. However, some hold that free translation is better. For example, Jerome rejected the word-for-word approach because, by following so closely the form of source language, it produced an absurd translation, cloaking the sense of original. Actually, there is no answer to this question and different translators will adopt different one under different circumstances. Xu Yuanchong, a very famous Chinese translator, has ever said, “Free translation or literal translation, both must meet the criteria of faithfulness and smoothness.” Actually, I can’t agree him any more, for faithfulness and smoothness are the most fundamental criteria used to decide whether the translation is correct or not.

When the form of target language is consistent with that of source language, it doesn’t make sense to discuss distinguish free translation from free translation. For example, if “Disaster never come single” is translated into “huò bù dàn hén” , the target language is consistent with source language in both content and form. Therefore, it is acceptable to call this translated version free translation or literal translation. However, when the target language is different from source language in form, translators have to make choice between free translation and literal translation. In addition, both free translation and literal translation are not so absolute. Some translated versions are total free translation while some are not. The following example will help explain this.

Source language text: He had about as much chance of getting a job as of being chosen mayor of Chicago.
Target language text:
(1)tā zhǎo dào zuò de jí huí hé dāng xuān zhì jiā gē shì zhǎng de jí huí jí hú chà bù dúo.
(2)tā yào zhǎo dào gōng zuò jiān zhi jiū gèn dāng xuān zhí jiǎ gē shì zhǎng tóng yáng kùn nán.
(3)tā zhǎo dào gōng zuò de jí huí jiān zhì wéi hú qǐ wéi.

We can clearly see that version (1) is a version of total literal translation. Version (2) combines free translation and literal translation while version (3) is the one of total free translation.

Literal translation puts “faithfulness to content of the original text” first, “consistence with form of the original text” second and “smoothness” third. If using the form consistent with that of source language, target language is able to convey the content of source language, literal translation can be adopted. For example, phrase “wash one’s hand” can be literally translated into“xǐ shǒu”. In addition, if the expressions in source language is more accurate and powerful that those in target language, translators can also employ literal translation. But remember, the criteria of “ faithfulness and smoothness” must be met first. For example, “armed to the teeth” can be literally translated into“wǔ zhāng dào yá chǐ”. As the late Chinese president Mao Zedong said, we should absorb exotic and fresh expressions from foreign languages. This actually is another case, namely foreignizing translation and domesticating translation, which are concerned more with cultural, linguistic and aesthetic considerations.

Like literal translation, free translation also puts “faithfulness to content of the original text” first. However, it regards “smoothness” of greater importance than “consistence with form of the original text”. If “consistence with form of the original text” and “smoothness” can not be obtained at the same time, translators for free translation would put “consistence with form of the original text” aside. Generally, free translation will be employed if target language cannot express the exact meaning of the source text in the form consistent with that of source text. For instance, “wash one’s hands of” means “refuse to have anything more to do with or accept responsibility for”. So, this phrase can not be literally translated into “xǐ shǒu bù guǎn”, “bū zài guó wèn”. Also, if the expressions in target language are more
accurate and powerful than those in source language, free translation can be adopted. For instance, “fight it out” can be translated into “dǎ gè fēn xiǎo”, “jiān gè gāo dì”, “jué yǐ cǐ xiǎng”. However, one thing we have to keep in mind is that both free translation and literal translation cannot go too far, or wrong translation will come out. Being faithful only to the form of the source text without being faithful to the content will lead to stiff translation rather than literal translation. An example of stiff translation is some translators translate “the Milky Way” into “niú nǎi lǚ”. Similarly, if translators just focus on the smoothness without being faithful to the content of the source text, they will be got caught by “random translation”. For example, some may wrongly render “rub one’s hand”(cuò zì jī de shuāng shǒu) into “mò quán cǎ zhǎng”.

3. COMPARISON BETWEEN FREE TRANSLATION AND LITERAL TRANSLATION

We have discussed the definitions, features and application of both free translation and literal translation above. However, we cannot have a very good understanding of them unless examples are given for readers to compare them in an all-round way. Next are some examples of free translation and literal translation: Atomic clocks keep time to better than 0.01 second a year.

3.1LT: yuán zǐ zhōng bāo chí shí jiān zhùn què dù yǐ nián bú dào 0.01miào de wù chà.

3.2FT: yuán zǐ zhōng zǒu shí zhūn, mèi nián wù chà xiǎo yǔ 0.01miào.

First of all, both free translation and literal translation of this sentence are conveying the correct meaning of the source text, that is, they are both faithful to the original text. However, the outcome of literal translation is a little bit awkward for Chinese readers because the words order is weird and it is not expressive at all.

Translation: Distance and weight have been measured from at least 3, 000 B.C.

3.3LT: cón gōng yuán qián zhi shāo sān qián nián qi; jǐ lǐ hě zhòng liàng jiǔ yǐ jǐng bèi dū liàng le.

3.4FT: cè jù hé héng zhòng zhì shù rén de wèi chà.

For readers of target language, it is a very easy thing to judge which version is better. Indeed, version (3) is absolutely correct and has no problem of conveying the meaning of the source text. However, it is not consistent with the expression habits of the target language. Instead, the version(4) is more natural, easily read by the readers of target language.

He wanted to run, but that would be the worst thing he could do. (The Man from St. Petersburg)

3.5LT: tā zhēn xiǎng pào, dān shì nà shì tā néng zuò de zúi zǎo gāo de shì le.

3.6FT: tā zhēn xiǎng bā tū jiù pào, dān dui tā lāi shuò, zúi zǎo gāo de shì qǐng mó guò yù cǐ le.

Again, the version (5) is not bad and it can be easily understood by Chinese readers. However, this version fails to convey the emotive tendency of author. In Chinese, “néng zuò de zúi zāo gāo de shì” means such kind of thing will be done if no choice is given. However, I think the author is conveying that “the person will never do this at any circumstances”. In addition, the version (6) adds “bǎ tuī” to tell the readers that the situation is really embarrassing.

Romeo is banished; and all the world to nothing that he dares never come back to challenge you. (Romeo and Juliet)

3.7LT: luó mì mi ā qiū shì yǐ jǐng fāng zhǔ le, wò kě yǐ rú hé xuǎn biān shèn me dòng xī lài gèn nǐ dà dū, tā zài yě bù gān huì lāi zě wén nǐ.

3.8FT: luó mì mi ā qiū yǐ fēi zhǎng zhú zài wài, wū lún rú hē tā jué bù gān huì lāi rěn nǐ wèi qǐ le.

First of all, “wò kě yǐ rú hé xuǎn biān nán shèn me dòng xī lài gèn nǐ dà dū” is weaker than “wū lún rú hē.....jué bù” in emotion expression. The most difficult part to be translated is the word “challenge”. Explanation “zé wèn” can be easily found in dictionaries while “yóu shí shì suǒ yí jù lè” is hard to find. However, does it mean that we should just adopt the common explanation which can be found in dictionaries easily? Absolutely not! We should take the context into account. As we know, the line was produced after Romeo and Juliet had married each other. In addition, “challenge” was also used in other plays of Shakespeare as such a meaning. Therefore, we must attach great importance to the context during the process of rendering. Those were drinking days, and most men drank hard. So very great is the improvement Time has brought about in such habits, that a moderate statement of the quantity of wine and punch which one man would swallow in the course of a night, without any detriment to his reputation as a perfect gentlemen, would seem, in these days, a ridiculous exaggeration[4].

3.9LT: zhè shì yín jiǔ de shì dài, dā duò shù duò nǚ lì hē jiǔ, yòu shì shì suǒ zào chéng de zhě zhòng hào xi guàn shí rú cǐ wéi dà yī zhī shí shuò yǐ gèn zài yī tiān wǎn shǎng hě wǎn le bù zhǐ yī yú āi tā de biǎo zhǔn shèn shì shèng mìng de xiāng dǎng jiǔ liánɡ, zāi dānɡ rì, sì hū shì guò fēn kě qí de xiào huá.

3.10FT: nà shì shǒu zhēng jiǔ de shì dài, dā duò shù rèn dōu hě dé hěn xióng. jǐ shí nián guò qù le, ěr jǐn zhě zhōng nèi xī yǒu de shí dà de shòu lián, yào shì fān gū, shuō qǐ dān nián mò wéi dào mào ān rán de shèn shì lǎo yě yǐ yě zhì jiān guān xiǎo qù dà liánɡ huāng tānɡ, ěr rènɡ rán wú sūn yǔ tā de shēn yǔ, nǎ pà shuō de bǐ jiāo hán xǔ, zài jǐn tián de rěn tīng qǐ lái, yě hū jué de shì yǐ zhōng nán yǐ zī xìn de kuà.

As we see, both version 1 and version (10) are correct in meaning. However, the version (9) just conveys the meaning, regardless of emotive tendency of the author. Actually, author was condemning the behavior of “drinking hard”. Also, compared with version (9), version (10) pays attention to the words and expressions. To be consistent with the times described in source text, version (10) uses more “ancient” words and expressions.
4. CONCLUSION
From the thesis, we can know that both free translation and literal translation have their own characteristics, advantages and merits. It is really hard to judge which one is better. Also, translators may turn to different strategies or theories under different circumstances. No matter free translation or literal translation is adopted, we, as translators, must bear one thing in mind, that is the most basic criteria of translation “faithfulness” and “expressiveness” must be met.

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Issues hidden in the Japan-India Nuclear Cooperation Agreement

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Abstract: This article focuses on the Japan-India Nuclear Cooperation Agreement, which came into effect in 2017, and summarizes its contents. In addition, the issues facing the Japanese government and related companies in the agreement will be clarified. There are two main issues, one related to the diplomacy of the Government of Japan and the other being related to the implementation of the agreement by the Government of Japan and related companies. By clarifying these issues, this article argues that the Japan-India Nuclear Cooperation Agreement is by no means safe for the Government of Japan and its companies.

Keyword: Japan-India security relationship; Japan-India Nuclear Cooperation Agreement; Japan diplomacy; japan-India relationship

1. INTRODUCTION
The Japan-India Nuclear Cooperation Agreement was signed by the two governments of Japan and India in November 2016, and was approved and issued by both governments in 2017. [1] The entry into force of this agreement will not only deepen exchanges on nuclear power between the two countries but will also open the way for Japanese reactor manufacturer parts to be exported to India, which will help secure the interests of Japanese companies. The Indian side can also import advanced nuclear technology from Japan, which has the advantage of diversifying its domestic energy supply. At first glance, the agreement between the two countries would seem to be a win-win. However, since the agreement came into effect, there have been many criticisms of the agreement in Japan. It is necessary to sort out what these criticisms are and what risks they pose to Japan. This article considers the issues of the Japan-India Nuclear Cooperation Agreement from the perspective of Japan.

2. OUTLINE OF THE JAPAN-INDIA NUCLEAR COOPERATION AGREEMENT
On November 11, 2016, the Government of Japan and India announced the "Agreement between the Government of Japan and the Government of the Republic of India for Cooperation in the Peaceful Use of Nuclear Energy" (hereinafter referred to as "Agreement between the Government of Japan and the Government of the Republic of India" in conjunction with India's Prime Minister Narendra Modi's visit to Japan, the Japan-India Nuclear Cooperation Agreement) and the related "Official Statement on Opinions and Understandings". On the one hand, India is a nuclear-armed country that conducted nuclear tests in 1974 and 1998, refusing to participate in the Non-Proliferation Treaty (NPT). On the other hand, Japan has long called the abolition of nuclear weapons a national policy.

A major feature of the Japan-India Nuclear Cooperation Agreement is that it confirms the current situation of India, which has run wild with nuclear development contrary to the agreement of the international community. The agreement presupposes that India has not signed the Nuclear Non-Proliferation Treaty (NPT) and is armed with nuclear weapons. There is no provision that would "stop cooperation in the event of a nuclear explosion" as is seen in nuclear agreements with other countries. The conclusion of this agreement will lead Japan to recognize India as a de facto nuclear-weapon state. It also confirms that India "has technology" contrary to international agreements, as it allows reprocessing of spent fuel and enrichment of uranium up to 20%.

Other issues include compensation for damages when cooperation is suspended based on the Japan-India Nuclear Cooperation Agreement and compensation for damages based on the Indian Nuclear Damage Compensation Law. In some cases, a huge cost burden may be incurred by the Japanese government and the exported nuclear power plant manufacturers.

3. DIPLOMATIC CHALLENGES FACED BY THE JAPANESE GOVERNMENT
Japan has never signed a nuclear cooperation agreement with non-NPT parties, which also allows spent fuel to be reprocessed and plutonium removed. This is not permitted in nuclear cooperation agreements with other countries, and if the Japan-India Nuclear Cooperation Agreement is concluded, it will be a major shift in Japan's conventional nuclear non-proliferation diplomacy.

First, India is a country that possesses nuclear weapons without joining international treaties such as the Nuclear Non-Proliferation Treaty (NPT) and the Comprehensive Nuclear Test Ban Treaty (CTBT) and continues to use nuclear weapons for military purposes. Japan, on the other hand, Japan has long made the abolition of nuclear weapons one of its major foreign policies as the only war-affected country in the international community. Therefore, the conclusion of this agreement could effectively lead Japan to recognize India as a "nuclear-weapon state" and abandon Japan's long-established diplomatic asset of nuclear abolition. This is inconsistent with Japan's foreign policy on nuclear weapons.

Second, under the Japan-India Nuclear Cooperation Agreement, Japan has approved India for the production of low-enriched uranium and the reprocessing of spent fuel. The Japan-India Nuclear Cooperation Agreement is the first time that Japan has allowed the reprocessing of spent fuel from nuclear-weapon states under the NPT.
However, it is unclear how the Japanese government will reject the request if a country that is not a member of the NPT and CTBT is not obliged to reduce nuclear weapons, requests Japan for special measures such as enrichment and reprocessing.

Currently, the nuclear disarmament and non-proliferation regime centered on the NPT and CTBT is shaking. At the 2015 NPT Review Conference, the gap was not filled by the concept of establishing a non-weaponized “mass destruction zone” in the Middle East, and the final document could not be reached due to opposition from the United States, Britain, and Canada. The 2016 UN First Committee resolution to start negotiations on the Treaty on the Prohibition of Nuclear Weapons also deepened the gap between nuclear-weapon states and nuclear-capitalized countries that oppose the start of negotiations and non-nuclear-weapon states that want to start negotiations. Under such circumstances, the recognition of Japan, which has long appealed for the abolition of nuclear weapons, with the huge exception of India, which possesses nuclear weapons outside the framework of the NPT, will have a major impact on the nuclear disarmament and non-proliferation regime centered on the NPT and CTBT.

4. CHALLENGES IN THE CONTENT OF THE AGREEMENT FACED BY THE JAPANESE GOVERNMENT AND RELATED COMPANIES

First, the Japan-India Nuclear Cooperation Agreement has a provision for returning nuclear materials and facilities subject to the agreement when cooperation is suspended, but there is not a specific provision for exchanging the inventory list of nuclear materials and facilities within the agreement. So, it is difficult for the Japanese government to grasp the nuclear materials subject to the agreement because there is no such agreement. In addition, it is virtually impossible for the Japanese government to recover the exported facilities and nuclear materials under the agreement.

Second, the Japan-India Nuclear Cooperation Agreement states that damages can be compensated when cooperation is suspended. When cooperation is suspended due to India's nuclear test, the Japanese government may file a huge claim for damages from the Indian government. Additionally, under the Nuclear Damage Compensation Law of India, if a nuclear accident causes damage and the nuclear operator compensates for the damage, the nuclear operator can reimburse the nuclear power plant manufacturer for the damage. As a result, if an accident occurs, Japanese nuclear power plant manufacturers may be subject to huge damages from India.

5. CONCLUSION

6. The above is a summary of future issues under the Japan-India Nuclear Cooperation Agreement. On these issues, it can be seen that while the Japan-India Nuclear Cooperation Agreement has the potential to affect the nuclear development of both countries in normal times, it may damage the relationship between the two countries in the event of a crisis. Especially for Japan, the conclusion of the Japan-India Nuclear Cooperation Agreement will greatly undermine the diplomatic legacy of Japan’s "only war-affected country" that it has accumulated over a long period. In addition, the Indian Nuclear Damage Compensation Law leaves room for compensation for damages to Japanese nuclear power plant manufacturers, and if it were to be reimbursed, there is a risk that the amount would be extremely high. The Japan-India Nuclear Cooperation Agreement poses certain risks to the Government of Japan and companies, and for Japan to avoid the risks lurking in the agreement in the future, further exchanges with the Government of India must be promoted.

REFERENCE


Cultural Transmission in Chinese-English Translation of tourism Texts from the Perspective of Functional Theory

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Abstract: If China's tourism industry wants to occupy a competitive advantage in the world market, it must choose to use accurate and appropriate tourism text analysis. In essence, tourism text translation is a cross-cultural communication. Due to the great differences between English and Chinese, and the different cultural backgrounds, there are many problems in the process of C-E translation of tourism texts. Carrying out this work from the perspective of functional theory can effectively achieve the goal of cultural transmission and provide support for the international development of tourism industry.

Key words: Functional theory; Tourism text; Chinese English translation; Cultural transmission

1. INTRODUCTION
China has a vast geographical area and a long history of development. There are many different types of tourism resources. After the reform and opening up, China's tourism has developed rapidly. At present, the 13th five year plan for tourism has been implemented, which provides new development opportunities for the development of inbound tourism in China. In essence, tourism is the process of cultural feeling and inheritance, which can meet people's spiritual needs. When foreign people travel to China, they can feel the natural scenery and accept the edification of China's excellent traditional culture. In other words, transnational tourism is essentially a cross-cultural communication activity, which plays a very key role in China's cultural communication. Therefore, we must pay attention to the cross-cultural translation of tourism texts. Applying functional theory to translation, we can choose the most appropriate translation method, so as to achieve the purpose of cultural publicity and provide support for the sustainable development of tourism industry.

2. FUNCTIONAL THEORY TRANSLATION
Functional theory translation mainly refers to the theory that focuses on one or more functions of the text and translation in the process of translation. In the 1970s, functional theory emerged and developed. It holds that the function of the text should be the focus in translation rather than its equivalence, which can effectively improve the shortcomings in the traditional translation process. Moreover, when translating, we should choose the ways and means to be used according to the purpose of translation. Translation in the cross-cultural context is an act of human activities from the perspective of functional translation. When carrying out translation, we need to take into account the audience's requirements for text and communication [1].

3. TOURISM TEXT TRANSLATION
Tourism text materials contain rich contents, including tourism advertisements, tourism brochures, scenic spot signs, etc. From the perspective of breadth, tourism translation is a practical activity related to tourism activities and tourism industry. From the in-depth analysis of tourism translation, it is a cross-cultural transformation and communication activity supported by the same text [2]. From the perspective of functional theory translation, tourism text translation has strong applicability. It should fully show its practical functions, such as publicizing the image of China or a region of China, so as to attract more foreign tourists. When carrying out tourism text translation, we can start from the following points: first, we should recognize the types and functions of tourism text, and clarify the objectives to be achieved in tourism text translation. The tourism text is mainly to publicize the local cultural resources and make the readers have the idea of traveling. Therefore, the tourism text needs to have the information function and calling function, and it should ensure that the information function and calling function can promote each other. To carry out tourism text translation, we should convey relevant cultural information, take inheriting and carrying forward China's excellent traditional culture as an important task, take into account the psychological needs and mentality of international tourists, provide them with appropriate texts as a reference, make them willing to understand China's local conditions and customs and participate in tourism activities more actively [3]. Therefore, to carry out Chinese-English translation of tourism texts from the perspective of functional translation theory, the translator needs to have a cross-cultural concept, form a certain understanding of the mentality and cultural needs of the target readers, and use appropriate translation measures to achieve the goal.

4. PRINCIPLES TO BE ADHERED TO IN C-E TRANSLATION OF TOURISM TEXTS
4.1 Adhere to the principle of moderation
Suitability mainly refers to whether the translation can achieve the translation goal with the help of context. The characteristics of tourism text can be mainly expressed as information, emotion and inducement. Therefore, when carrying out tourism text translation, we must pay attention to information transmission to make countries all over the world understand Chinese culture.

4.2 Ensure equivalence

ACADEMIC PUBLISHING HOUSE
The concept of functional equivalence first appeared in the last century. In order to achieve the goal of functional equivalence, in the process of translation, it is necessary to analyze and explore the cultural differences between China and the west, adjust the cultural translation scheme, or carry out the translation work with translation variation measures.

5. DIFFICULTIES IN CULTURAL TRANSMISSION OF CHINESE-ENGLISH TRANSLATION OF TOURISM TEXTS

Foreign language tourism materials need to be publicized so that foreign tourists can understand, understand and understand, and are willing to read and travel, which is the ultimate purpose of Tourism Text Translation [4]. Cultural tourism has become the focus of the international tourism industry. To understand the excellent Chinese traditional culture and feel the charm of traditional culture is the goal that inbound tourists need to achieve. Therefore, we must do a good job in tourism culture translation to achieve the goal of cultural transmission and cultural publicity. However, due to the great differences between Chinese and English cultures and languages, there are some problems in the process of tourism text translation, which can be summarized as follows:

First, there are not many available cultural counterparts [5]. There is a big gap between Chinese and foreign cultures. In the process of historical development and Dynasty change, there has been a lot of rich history and culture. When explaining a place of interest, it is likely to bring historical and cultural stories and celebrity deeds. These terms are special, but foreign tourists do not understand this content and hope to obtain this cultural experience. Therefore, when carrying out tourism translation, we must fully respect cultural differences and formulate reasonable measures for cultural transmission.

Second, the use of four character structure is more common. There are some differences in language logic between Chinese and English cultures. When formulating tourism texts, China will choose more gorgeous words and sentences to describe, while foreign countries will pay more attention to simplicity and point out the main idea when formulating tourism texts. For example, there are many four character idioms in Chinese tourism texts, which are catchy when reading. The English text has no corresponding expression. Therefore, when carrying out Chinese-English translation of tourism texts, we should focus on functional theory and do a good job in cultural transmission, rather than using a certain way [6].

Third, there are many ancient poems. China has a long history and has formed a large number of ancient poems in the process of development. The language of ancient poetry is concise, imaginative and emotional, which is common in tourism texts. For example, "Huangshan is the best in the world, and pine and stone are the most strange." only the cross shows the most special wonders of Huangshan. When reading tourism texts and carrying out tourism practice, appreciating ancient poetry can also bring foreign tourists a better sense of cultural experience. Fourth, it leads to the loss of interest in culture. In the process of cultural transmission of tourism translation, there are many regional characteristic cultures. When carrying out tourism translation, cultural differences are likely to lead to cultural conflicts. In fact, if they think it is an invasion of foreign culture, they are likely to carry out local cultural protection [7]. For example, when explaining the red scenic spots in China, it can show the spirit of fearing hardship and the people's one mind in the process of the war of resistance against Japan. If the translation is improper, it may cause tourists to get tired of translation and lose the happiness of tourism. Therefore, when carrying out translation work, we should try our best to ensure the interest of tourism.

6. CULTURAL MEASURES THROUGH CHINESE-ENGLISH TRANSLATION OF TOURISM TEXTS

English Chinese translation of tourism texts plays a very key role in the transmission of culture. It can effectively spread China's excellent traditional culture, deepen the understanding of China's culture all over the world and feel the charm of China's traditional culture. Moreover, English Chinese translation can also stimulate the development of China's transnational tourism industry, bring more economic benefits to China's tourism industry, promote China's economic development and enhance China's overall strength. Therefore, we must pay full attention to the English-Chinese translation of tourism texts. From the perspective of functional theory, English-Chinese translation of tourism texts can be carried out from the following points:

6.1 Annotation of blank cultural vocabulary

If the words with large amount of information in the tourism text are directly translated, it is likely to confuse foreign tourists. The use of annotations can not only solve the lack of culture, but also make the culture more fluent and contain more comprehensive content. Annotation method mainly refers to ignoring the specific image in the text and only explaining the original text. When translating words with obvious national characteristics, if you choose direct translation, it is likely to lead to readers' incomprehension and feel that it is more boring. The use of annotation method can make the translation more concise and reasonably spread the information.

For example, many paper-cut works take the Eight Immortals crossing the sea as the theme, which is very key to the legend of the eight immortals. There are various types of paper cut of the eight immortals across the sea, and is a very key scene for the Eight Immortals. When explaining the red scenic spots in China, it can show the spirit of facing hardship and the people's one mind in the process of the war of resistance against Japan. If the translation is improper, it may cause tourists to get tired of translation and lose the happiness of tourism. Therefore, when carrying out translation work, we should try our best to ensure the interest of tourism.
compared the lake to an ancient Chinese beauty called Xi Zi, better known as Chinese Cleopatra. In this poem, he wrote: "If you want to compare the West Lake with Xi Zi, it is always appropriate to wear light makeup and heavy makeup." The poet compares the West Lake to Xi Shi, one of the four beauties, with a unique imagination. West Lake was once called Qiantang lake and Xizi lake. An ancient poet Su Shi wrote a poem about the lake West Lake looks like Beauty Xi Zi at her best, whether she is richly adorned or plainly dressed. In this poem, he compared the lake to an ancient Chinese beauty called Xi Zi, better known as Chinese Cleopatra.

If Xi Shi is directly compared to Xi Shi, tourists may not understand China's traditional culture and its meaning. With the help of other annotation methods, they can not only provide support for the transmission of cultural information, but also strengthen foreign tourists' sense of identity with China's culture.

6.2 Simplification in the translation of four character idioms

Four character words are widely used in Chinese tourism texts. If the translation is carried out directly according to the original text in the process of translation, it will cause some misunderstandings among tourists. We should take the functional theory as the basis, analyze the understanding and recognition ability of foreign readers for the article, change their own views and views, and express them in English habits, so that tourists can feel the charm of nature and the value contained in the cultural landscape.

For instance: "If it rains heavily, the moon doesn't open, the wind howls, the turbid waves empty, the sun and stars are hidden, the mountains are hidden, the business travel is not good, the spars are destroyed, the dusk is dark, and the tigers roar and apes cry. Dengsi tower is also a place for people to go to the country and nostalgia, slander, fear and ridicule, look bleak, and feel extremely sad. If spring and the scenery are bright, the waves are calm, the sky is bright, the vast expanse of water, the sand gulls gather, the brocade scales swim, and the shore Zhi Tinglan, blue and blue. Or a long smoke, a bright moon, a floating light and gold, a still shadow, and fishing songs answer each other. What a joy! There are also those who are relaxed and happy, who spoil and disgrace and forget, and who bring wine to the wind [9]."

If the monthly rain, wind and waves, business travel is difficult, boarded the Yueyang Tower, it is like to appear sad and negative emotions. And in the spring sun is bright, the wind is calm, there will be a beautiful water and sky, at this time on the Yueyang Tower, will forget the sadness, feel happy. This describes the description of different landscapes and emotions of Yueyang Tower and Dongting Lake. We should adhere to the functional theory to make tourists better understand the characteristics of Yueyang Tower and simplify the article.

6.3 Interpretation of ancient poetry

The application of ancient Chinese poetry can make the description of scenic spots more attractive and play a finishing touch. Ancient poems pay more attention to rhythm and rhythm. Considering the information function and exchange function of tourism texts, they can be translated after reasonable adjustment, and only need to show the main content of the original text.

For example, when viewing Yueyang Tower and Dongting Lake, Yuan Zhen of the Tang Dynasty once wrote: "The sun holding windows on Yueyang tower shadow the red jade building in the deep pool. Looking at the Wanyi of the late spring, the water from the lattice Lake flows into the Xijiang River." For example, in the Yueyang Tower and Dongting Lake for viewing, the Tang Dynasty yuan once wrote about the Yueyang Tower, the sun hangs in the window of Yueyang Tower, the shadow of high tall buildings lie in Dongting Lake, very beautiful. The lake fell down from the window and went straight to the Yangtze River in the distance, dazzling.

For another example, in Yuefei's tomb in Hangzhou, you can see the couplet: "Castle Peak is lucky to bury loyal bones; white iron casts innocent courtiers." Yuefei tomb can be seen in Hangzhou, you can see couples burned bones here is the luck of Castle Peak, shaping the white iron how innocent.

6.4 To reorder text

When carrying out tourism text translation, if we translate some characteristic cultural words directly, it is likely to increase the difficulty of understanding. Therefore, we must break the original word order and make reasonable adjustments to make the translation work more smoothly. Carrying out tourism translation can effectively meet the cultural needs and aesthetic requirements of foreign tourists. While carrying out cross-cultural communication, it can realize the balanced development of tourism translation and cultural communication, which can not only maintain the original cultural characteristics, but also make communication more smooth.

7. CONCLUSION

According to the above analysis, language is one of the forms of culture, and the cultural connotation is relatively rich. In particular, Chinese tourism texts have obvious cultural characteristics and a large amount of information, which can attract more foreign tourists to visit scenic spots in China and provide support for the sustainable development of China's tourism industry. Therefore, Chinese-English translation staff of tourism texts should analyze the functional theory, carry out targeted translation under the guidance of this theory, and deepen the interpretation of cultural connotation, so as to find out...
appropriate translation methods and provide support for the spread of Chinese culture around the world.

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Application of "micro course" in the course of "Fundamentals of computer application" in Higher Vocational Colleges

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Abstract: With the application of science and technology in the field of education, education and teaching has been successfully promoted to informatization, digitization and modernization, which not only effectively improves the quality of education and teaching, but also greatly promotes the development of education and teaching in China. Based on this, in order to adapt to the development trend of modern society, the course of computer application foundation in Higher Vocational Colleges successfully integrates micro course teaching into the course, and studies and innovates a series of micro course teaching methods and contents, so as to achieve the goal of information construction of computer application foundation course teaching. This paper takes the application of micro course in the course of "Fundamentals of computer application" in Higher Vocational Colleges as the research object. Firstly, it analyzes the application significance of micro course teaching mode, and then expounds the application strategy of micro course teaching mode, in order to share and communicate with the majority of teachers of "Fundamentals of computer application". Key words: Micro course teaching mode; Higher vocational education; Computer teaching; Application strategy

1. INTRODUCTION
The so-called "micro course" is a way to implement teaching with the help of information technology, which integrates the characteristics and advantages of information technology and transforms offline teaching into online teaching. Therefore, the application of micro course in teaching activities has very important significance and advantages, and plays a role in promoting the development of teaching innovation. As for the current micro course teaching of computer application foundation in higher vocational colleges, teachers can use micro course video to show students the key points and difficulties of knowledge, and also remove the restrictions on students' learning activities caused by factors such as time and place. Based on this, teachers need to constantly innovate the specific forms of micro class application, and scientifically design micro class teaching video, so as to give full play to the application value of micro class teaching mode.

2. APPLICATION SIGNIFICANCE OF MICRO COURSE TEACHING MODE IN THE COURSE OF FUNDAMENTALS OF COMPUTER APPLICATION
The application significance of micro course in the course of fundamentals of computer application is mainly based on the characteristics and advantages of information technology. The following will analyze the significance of micro course teaching in detail from the two aspects of strengthening teaching quality and stimulating learning interest:

2.1 It helps to strengthen knowledge points and improve teaching quality
Micro course teaching mode has the characteristics of fragmentation and flexibility, that is, teachers can design micro course teaching video according to the teaching content, so micro course teaching usually has the effect of strengthening knowledge points. For example, in the teaching of fundamentals of computer application, teachers pick out the key points and difficulties of knowledge, and design micro class video in a way that is easy for students to understand and accept. At the same time, videos are displayed for students at the appropriate time of classroom teaching (when explaining key knowledge or difficult knowledge), so that students can use micro class videos to learn key and difficult knowledge more deeply and systematically until they can help students really master knowledge [1]. In addition, the micro course teaching mode helps to strengthen knowledge points, which is also reflected in the form of micro class teaching video. Generally, in order to facilitate students to understand knowledge, Teachers will integrate effective teaching elements (illustrated, practical operation and other elements) into the video design of micro class, which can improve students' understanding of knowledge for rigid book text. Therefore, the application of micro class in the course of computer basic application in higher vocational colleges has played the advantage and significance of improving teaching quality.

2.2 It is conducive to stimulate students' interest and enthusiasm in learning
Micro course teaching gives students different experience and cognition of traditional classroom teaching and meets students' thinking of seeking innovation and change. Therefore, micro course teaching mode has played a significant role in stimulating students' learning interest and enthusiasm [2]. Firstly, the micro course teaching video is mostly controlled in 5 to 10 minutes, which avoids the fatigue and boredom caused by long-time teaching to students to a certain extent, thus changing students' understanding of the complexity, tediousness and repetition of the teaching of computer basic application. Secondly, the micro course teaching method is flexible. It does not have to carry out teaching in a fixed place and
time. For students who focus on classroom learning for a long time, they can realize the freedom and autonomy of learning, and then make students gradually interested in the course of basic computer application.

3. APPLICATION STRATEGY OF MICRO COURSE TEACHING MODE IN THE COURSE OF FUNDAMENTALS OF COMPUTER APPLICATION

The application advantages and functions of micro class teaching mode often need to rely on Teachers' teaching design, organization and development ability. Therefore, the following will put forward more suitable application strategies and ideas from the two aspects of micro class teaching video production and micro class application opportunity.

3.1 Scientific production of micro course teaching video

Micro class teaching video is not only the basic condition for the application of micro class, but also the key element to ensure the effectiveness, scientificity and adaptability of micro class teaching. Therefore, in the course of computer basic application in higher vocational colleges, teachers must pay attention to the production of micro class teaching video, so as to provide students with the most efficient micro class teaching. Firstly, when designing the micro class teaching video, teachers should be based on the student-oriented teaching concept, and adjust the display form and specific content of the micro class teaching video in combination with the learning characteristics and needs of higher vocational students. For example, in view of the weak ability of higher vocational students to master basic knowledge, teachers need to adopt an easy to understand, simple, intuitive and vivid teaching language, and try to use the display form of both pictures and text or practical demonstration, so as to not only meet the learning needs of Higher Vocational Students, It can also ensure the teaching effect of making the finishing point and getting twice the result with half the effort. Secondly, when making micro class teaching video, teachers should also grasp the key points, difficulties and key points. On the one hand, they should avoid the delay and complexity of micro class teaching video. On the other hand, they should prevent the long duration of micro class video from reducing the effect. For example, when explaining the relevant knowledge of "computer operating system", teachers can take the operation method of the operating system as the focus of micro class teaching video production, show the whole operation process of the operating system to students, and guide students to practice in the classroom. In addition, for students who cannot understand and master well, teachers can also design more specific operation demonstration teaching videos separately, so that such students can learn and consolidate at any time and place after class. In a word, the application of micro class teaching mode in the teaching of computer basic application in Higher Vocational Colleges requires teachers to make micro class teaching videos scientifically, so as to effectively give full play to the characteristics and advantages of micro class teaching.

3.2 Reasonably control the application opportunity of micro course

In the teaching of computer basic application course in higher vocational colleges, only by applying micro course at the right time can we achieve twice the result with half the effort and achieve the purpose of strengthening teaching quality and efficiency. Based on this, as the designer, organizer and developer of teaching activities, teachers should be good at finding and looking for the teaching opportunity of application micro course. For example, before carrying out course teaching, teachers can send micro course teaching videos to designated websites or information groups, encourage students to complete pre-class preview with the help of micro course teaching videos, and require students to feedback learning information in time, so that teachers can design follow-up teaching plans and processes. For another example, in the process of classroom teaching, teachers can show micro class teaching videos to students when explaining key or difficult knowledge, so as to strengthen students' understanding and mastery of knowledge points.

4. CONCLUSION

The implementation of micro course teaching mode in the course of computer basic application in higher vocational colleges has successfully changed the form of traditional teaching, effectively stimulated students' learning interest, and greatly improved the quality of teaching. Therefore, the application of micro course teaching mode has very important significance and value. Therefore, teachers need to combine the characteristics of micro class teaching, research and innovate from the aspects of micro class video production and micro class application opportunity, so as to create a more efficient and adaptive classroom for students.

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REFERENCE


Abstract: Higher vocational education is the main way to cultivate and transport professional talents, quality talents and compound talents for the national society. It is also an important part of China’s education system. Therefore, the development of higher vocational education has very key significance and value. Based on this, higher vocational educators have implemented scientific and effective reform and innovation for higher vocational teaching in combination with the development trend of modern society and according to the social demand and standards for talents, in order to comprehensively improve the level and effect of higher vocational teaching. Among them, higher vocational mathematics teaching, as a key link of teaching mode reform, has formed a teaching mode reform path guided by specialty and based on students, and has successfully achieved a series of achievements in teaching mode reform.

Key Words: Higher Vocational Education; Mathematics Teaching; Professional Orientation; Teaching Model

1. INTRODUCTION
The main goal of higher vocational education is to transport professional talents for the society. Therefore, higher vocational mathematics teaching is professional oriented, and the implementation of teaching model innovation has certain adaptability and scientificity. However, in order to ensure the effectiveness of the reform and innovation of teaching mode, we also need to deeply understand the problems existing in the current higher vocational mathematics teaching and fully understand the connotation of professional oriented higher vocational mathematics teaching. In this way, we can effectively strengthen the effectiveness, adaptability and scientificity of the reform and innovation of teaching mode. Therefore, the following first summarizes the specialty oriented higher vocational mathematics teaching, then expounds the problems existing in the current higher vocational mathematics teaching, and finally summarizes the strategies conducive to the reform of higher vocational mathematics teaching mode, in order to share and communicate with the majority of higher vocational educators.

2. OVERVIEW OF SPECIALTY ORIENTED MATHEMATICS TEACHING IN HIGHER VOCATIONAL COLLEGES
Higher vocational education has always been responsible for cultivating professional talents, but with the continuous development of society, the demand for professional talents has also changed. Therefore, in order to adapt to the trend of social development, higher vocational education must implement teaching reform, which lays an ideological foundation for the innovation of higher vocational mathematics teaching mode. The connotation of specialty oriented higher vocational mathematics teaching is mainly reflected in the following aspects: higher vocational education simply focuses on professional knowledge and skills, which can not ensure the healthy development of students after entering the society and entering the post [1]. For example, although some students are fully competent in professional knowledge and skills after employment, they have obvious shortcomings in basic knowledge, which will eventually hinder students’ future development. Based on this, in order to ensure that higher vocational students will not be limited by the shortcomings of basic knowledge in the future development, we must implement the reform of specialty oriented teaching mode, so as to realize the situation that students’ basic knowledge is "completely enough" on the premise of mastering professional knowledge and skills. Therefore, the connotation and significance of the specialty Oriented Innovation of mathematics teaching mode in higher vocational colleges is to advocate students to learn the necessary mathematics knowledge in professional courses, and then provide strong support for students’ long-term development.

3. PROBLEMS IN HIGHER VOCATIONAL MATHEMATICS TEACHING
3.1 backward teaching mode
Teaching mode is not only the basic condition for carrying out teaching activities, but also the key factor affecting the effectiveness and scientificity of teaching. As far as the current higher vocational mathematics teaching is concerned, there is a problem that the teaching mode is relatively backward, which is reflected in the following aspects: first, the teaching content display form of higher vocational mathematics is not only single, but also very old-fashioned, This undoubtedly increases the difficulty of learning for higher vocational students whose basic knowledge is not solid [2]. Second, the teaching methods are inconsistent with the actual semester needs of higher vocational students, and show the limitations of poor quality and low efficiency. For example, in higher vocational mathematics teaching, many teachers still use the “spoon feeding” teaching method. Usually, they only play the role of knowledge Porter and do not implement the innovation and improvement of teaching methods, which eventually leads to the reduction of students’ learning interest and seriously affects the substantive.
effect of teaching. Finally, higher vocational mathematics teaching ignores the main position of students and does not take into account students' learning ability, learning needs and learning characteristics, which makes mathematics teaching difficult to adapt to students' own development.

3.2 insufficient teachers
Teachers are the designers, organizers and developers of teaching activities, so the quality of teachers' team affects the quality and efficiency of practical teaching to a certain extent. At present, there is a shortage of teachers in higher vocational mathematics teaching, which should be reflected in the following aspects: first, teachers have lag and limitations in teaching ideas. Some teachers believe that students only need to master professional course knowledge and skills, and there is no need to systematically study some basic theoretical knowledge. This leads to obvious lag in mathematics teaching in higher vocational colleges. Secondly, there are some deficiencies in the construction of teaching system in higher vocational colleges. For example, higher vocational mathematics teachers are out of balance with students in quantity, or colleges ignore the educational background of teachers' Mathematics Specialty in the process of hiring mathematics teachers, resulting in the mismatch between teachers' teaching methods and higher vocational mathematics teaching.

4. Reform strategy of higher vocational mathematics teaching mode guided by specialty
4.1 taking needs as teaching objectives
Although professional knowledge and skills are the teaching focus in higher vocational education, it does not mean that basic knowledge teaching can be ignored. Therefore, the reform and innovation of higher vocational mathematics teaching mode should reasonably coordinate the relationship between basic knowledge and professional knowledge, and establish an innovation strategy with demand as the teaching goal, so as to ensure the effectiveness and scientificity of higher vocational mathematics teaching. Based on this, teachers should abandon the unified teaching methods and syllabus, but re-formulate teaching plans and programs according to the needs of different majors for mathematical knowledge, and clarify the teaching objectives and directions. For example, for different majors such as chemical engineering, mechanical and electrical engineering and architecture, teachers need to detail the needs of various majors for mathematics knowledge, and then scientifically design mathematics teaching modes to adapt to different majors. For example, for students majoring in chemical engineering, teachers need to focus on univariate function, calculus and other knowledge in mathematics teaching, while for students majoring in mechanical and electrical engineering, linear algebra and probability statistics should be added on the basis of univariate function and calculus knowledge, so as to form a professional oriented mathematics teaching mode in higher vocational colleges.

Finally, we can strengthen the adaptability and effectiveness of higher vocational mathematics teaching, and create favorable conditions for the future development of higher vocational students.

4.2 strengthen the construction and development of Teachers
Teachers are not only the main body of teaching model reform and innovation, but also the fundamental element to ensure teaching quality. Therefore, if higher vocational mathematics teaching wants to build a professional oriented teaching model, we must pay attention to strengthening the construction and development of teachers. Firstly, higher vocational colleges need to actively attract teachers with strong mathematical professional ability, so as to ensure that the professional oriented teaching mode can meet the mathematical teaching requirements and objectives of different majors. Secondly, pay attention to cultivating and developing teachers’ teaching ability to ensure that teachers can research, innovate and use teaching methods in line with the actual situation of higher vocational students in the professional oriented teaching mode, so as to improve the quality of professional oriented mathematics teaching. Finally, encourage teachers to update their teaching ideas in time, advocate teachers to abandon traditional and old teaching ideas, and ensure that teachers can become an important force in the reform and innovation of professional oriented teaching mode.

5. CONCLUSION
The innovation of higher vocational mathematics teaching mode guided by specialty can help students master the mathematics knowledge necessary for professional application and development, and provide strong support for students' future development. Therefore, teachers must constantly update the teaching concept and direction, and reasonably innovate the teaching methods and contents, so as to change the previous single limited and almost OK higher vocational mathematics teaching form, and finally build a suitable and efficient higher vocational mathematics classroom for students.

6. ACKNOWLEDGMENT
The college-level research project: the research of the talent cultivating of the million increase enrollment in the higher vocational colleges

REFERENCE:
Dynamic Analysis on The Coupling and Coordinated Development of Urban and Rural Mass Sports in China

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Abstract: An evaluation index system for the coupling coordination of urban and rural mass sports development was established, and a coupling coordination degree model was established to analyze the coupling coordination degree characteristics of 31 provinces in China from 2015 to 2019, and to explore the coupling coordination development mechanism among the systems. The results show that the development level of mass sports in urban and rural areas shows a fluctuating growth from 2015 to 2019. The coupling coordination degree of each province is between near imbalance and good coordination, and the phenomenon of "polarization" is prominent. The comparison between 2015 and 2019 shows that the coupling coordination degree of urban and rural mass sports development shows an increasing trend, but the speed is slow. The research is of certain significance to the development of mass sports in urban and rural areas, the equalization of basic public services in urban and rural areas and the innovation of mass sports social governance in urban and rural areas.

Key words: Urban and Rural Development; Mass Sports; Coupling; Coordination Degree

1. INTRODUCTION
The principal contradiction facing China's social development in the new era is that between unbalanced and inadequate development and the people's ever-growing needs for a better life. The unbalanced and inadequate development of social undertakings is concentrated between urban and rural areas, and mass sports as a public service is no exception. Although after decades of development, rural mass sports has made great progress, but due to natural conditions, realistic basis, system and mechanism, there is still a gap compared with urban mass sports. Therefore, the coordinated development of urban and rural mass sports has become an urgent problem to be solved in the development of China's sports cause. It is of certain practical value to establish a model of the coupled coordinated development of urban and rural mass sports and dynamically analyze the evolution process of the coordinated development of urban and rural mass sports.

The research on the coordinated development of urban and rural mass sports in foreign countries is relatively early, and the research results mainly focus on the formation of urban and rural mode, the theoretical discussion of urban and rural relations, and the practice of coordinated development of urban and rural mass sports. In recent years, the academic circle has made increasing research achievements on the coordinated development of urban and rural mass sports, including the theoretical level of the overall development of urban and rural mass sports, the integrated development of urban and rural mass sports and the connotation of the integrated development of urban and rural mass sports. It also includes the development differences and causes of urban and rural mass sports in different areas, the integrated or overall development model of urban and rural mass sports, development paths, symbiotic development and equalization development, etc.

The comprehensive evaluation model method was used to dynamically analyze the coordinated development level of urban and rural mass sports in 31 provinces (municipalities directly under the Central Government and autonomous regions) in China from 2015 to 2019, and then ArcGIS and GeoDa were used to analyze the spatio-temporal evolution characteristics and geographic agglomeration of the coordinated development level of urban and rural mass sports in 31 provinces (municipalities directly under the central Government and autonomous regions). Finally, some suggestions are put forward to promote the coordinated development of urban and rural mass sports.

2. RESEARCH OBJECTS AND METHODS
2.1 Research Objects
Selection of 31 provinces in our country urban and rural mass sports development present situation as the research object, based on the administrative divisions in 2010, on the space according to the area is divided into east and west region, the central region and northeast China, the time span from 2015 to 2019, combed five years of the years, the academic circle has made increasing research achievements on the coordinated development of urban and rural mass sports. In recent years, the academic circle has made increasing research achievements on the coordinated development of urban and rural mass sports, including the theoretical level of the overall development of urban and rural mass sports, the integrated development of urban and rural mass sports and the connotation of the integrated development of urban and rural mass sports. It also includes the development differences and causes of urban and rural mass sports in different areas, the integrated or overall development model of urban and rural mass sports, development paths, symbiotic development and equalization development, etc.

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2.2 Research Methods
Literature method: through online and offline book resources, the relevant theoretical knowledge and practice of various disciplines and specialties are consulted, analyzed and sorted out the policies and related research results of urban and rural sports, mass sports and the coordinated development of sports.

Delphi method: on the basis of literature review through interview experts and scholars from the content of the urban and rural mass sports development, on this basis, according to preliminary build the index system of the ACADEMIC PUBLISHING HOUSE
coordinated development of urban and rural mass sports

coupling design questionnaire, survey for three rounds of
experts, establishment of index system of one, two, three,
four specific indicators.

Mathematical statistics: Excel is mainly used to describe
and analyze the survey data, and ArcGIS geographic
information system software and GeoDa spatial analysis
software are used to conduct statistical analysis on the
coupled and coordinated development of urban and rural
mass sports in China.

3. MODEL CONSTRUCTION OF COUPLED
COORDINATED DEVELOPMENT OF URBAN AND
RURAL MASS SPORTS

3.1 Construction of evaluation index system

In order to conduct a systematic and comprehensive
evaluation of the coupled and coordinated development of
urban and rural mass sports in China from 2015 to 2019,
an indicator system for the coupled and coordinated
development of urban and rural mass sports was
established based on the principles of integrity,
representativeness, data availability and comparability,
and referring to the current research results of urban and
rural mass sports development and its influencing factors.

From the perspective of regional urban and rural
mass sports development involves the cities and the
countryside, from the Angle of sports enterprise
development involves the elements of sports system
internal people, goods, content, time, space, information
and management, is a relatively complex system, from
the perspective of the WSR methodology will elements such
as the physical dimension, reasonable dimensions, one
dimension three categories. Therefore, the index system of
the coordinated development of urban and rural mass sports
includes two standard levels of urban mass sports
development level and rural mass sports development
level, and two second-level indicators are established, and
three third-level indicators are respectively established
according to physics, affairs and human science to
evaluate the development level of urban and rural mass
sports The urban factor index and rural factor index are
distinguished to construct 18 four-level indexes.

3.2 Data sources and processing

Taking 31 provinces (municipalities directly under the
Central Government and autonomous regions) as the
research object, and referring to the regional division
standard of China in China Statistical Yearbook, 31
provinces (municipalities directly under the central
Government and autonomous regions) are divided into
diagonal regions, namely, eastern, central, western and
northeastern Regions. The data analyzed in this paper are
partly from China Sports Statistical Yearbook, China
Social Statistical Yearbook, Statistical Bulletin of China's
National Economic and Social Development and the
website of the National Bureau of Statistics from 2015 to
2019. For some missing data, the data of two years before
and after or adjacent regions are used to calculate. The
range method is adopted for dimensionless processing of
the original data to eliminate the influence of different
dimensions and orders of magnitude of the data. The
formula is as follows:

$$X'_{ij} = \frac{x_{ij} - \min(x_{ij})}{\max(x_{ij}) - \min(x_{ij})}$$

Where, I is the evaluation object and J is the evaluation
index. $x_{ij}$ respectively represent the initial value and
the value of the ith province after transformation under the
JTH index. $x_{ij}'$. Min () and Max () represent the minimum
and maximum values, respectively. $x_{ij}$ In order to
determine the index weight more objectively, entropy
method was adopted to determine the weight of each index
after data standardization, and the calculation results are
as follows, as shown in Table 1.

<table>
<thead>
<tr>
<th>The target layer</th>
<th>Rule layer</th>
<th>Index layer</th>
<th>The weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>The development level of urban mass sports</td>
<td>D111 per capita physical exercise area</td>
<td>0.06</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D112 Number of sports and fitness facilities built</td>
<td>0.03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D113 Total annual investment of sports-related funds</td>
<td>0.04</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D121 Number of people employed in mass sports system</td>
<td>0.12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D122 Number of sports institutions</td>
<td>0.05</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D123 Number of mass sports organizations</td>
<td>0.05</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Per capita disposable income of urban residents</td>
<td>0.07</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Per capita consumption expenditure of urban residents</td>
<td>0.05</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D133 National fitness monitoring rate</td>
<td>0.06</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D211 per capita physical exercise area</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>D212 Quantity of sports and fitness project construction</td>
<td>0.04</td>
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</tr>
<tr>
<td></td>
<td>D213 Total annual investment of sports-related funds</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>D221 Number of grassroots sports institutions</td>
<td>0.04</td>
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<tr>
<td></td>
<td>D222 Number of mass sports organizations</td>
<td>0.04</td>
<td></td>
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<tr>
<td></td>
<td>Number of employees in D223 sports system</td>
<td>0.02</td>
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<td></td>
<td>D231 farmer per capita net income</td>
<td>0.05</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Per capita consumption expenditure of rural residents</td>
<td>0.03</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D233 National physical fitness monitoring rate</td>
<td>0.03</td>
<td></td>
</tr>
</tbody>
</table>

3.3 Establishment of coupling coordination model

When calculating the coupling coordination degree, the
entropy weight TOPSIS model is firstly used to
objectively assign values to each system indicator
according to the variation degree of each indicator, and
then the development level of urban mass sports and rural

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mass sports is comprehensively evaluated. Then the coupling coordination degree function is used to evaluate the coupling coordination degree between systems. Many scholars have conducted extensive studies on the coupling coordination between urban and rural systems. In this paper, referring to the studies of relevant scholars and using the “deviation” minimization principle to construct the deviation model, the coupling degree model of interaction between urban mass sports development level and rural mass sports development level is constructed. The calculation process is as follows:

(1) The development level of urban mass sports
The formula for calculating the development level of urban mass sports is as follows:

\[ USD = \sum_{i=0}^{n} U_i \times W_i \]

USD is the development level of urban mass sports; \( U_i \) is the standardized value of various elements of urban mass sports development level; \( W_i \) is the corresponding weight value of element \( i \). The higher the value of USD is, the higher the development level of urban mass sports is. The formula for calculating the development level of rural mass sports is also as follows:

\[ RSD = \sum_{i=0}^{n} R_i \times W_i \]

RSD refers to the development level of urban mass sports; \( R_i \) is the standardized value of various elements of urban mass sports development level; \( W_i \) is the corresponding weight value of element \( i \). The higher the value of RSD is, the higher the development level of rural mass sports is.

(2) The development level of rural mass sports
The formula for calculating the development level of rural mass sports is as follows:

\[ USD = \sum_{i=0}^{n} U_i \times W_i \]

(3) The development level of mass sports in urban and rural areas
Formula for calculating the development level of urban and rural mass sports:

\[ URS = RSD, (\alpha USD + \beta RSD + \beta = 1) \]

URS is the development level of urban and rural mass sports; \( \alpha \) is the undetermined coefficient. The higher USD value is, the higher the development level of urban and rural mass sports. Here, considering that urban and rural areas have the same contribution to the coordinated development of urban and rural mass sports during the development of mass sports, both values are 0.5. \( \alpha + \beta = 1 \)

(4) Evaluation of urban and rural mass sports coupling degree
Referring to the coupling coordination model in physics, the coupling degree evaluation model of coordinated development of urban and rural mass sports is established, and the calculation formula is as follows:

\[ C = \left( \frac{USD \times RSD}{\left( \frac{USD + RSD}{2} \right)^2} \right)^2 \]

Where, \( C \) is the coupling degree of urban and rural mass sports development, and it is between [0, 1]. The higher the \( C \) value is, the higher the correlation degree of coordinated development of urban and rural mass sports is. The lower the \( C \) value is, the lower the correlation between urban and rural mass sports coordinated development is.

(5) Urban and rural mass sports coordination evaluation
Coupling degree indicates the strength of the correlation degree between urban and rural systems, but cannot indicate the order type. Therefore, the coordination degree model is adopted to evaluate the coordination degree of the coordinated development level of urban and rural areas, and the calculation formula is as follows:

\[ D = \sqrt{C \times URS} \]

Where, \( D \) is coordination degree, \( C \) is coupling degree, and URS is coordinated development level of urban and rural mass sports. The value range of coordination degree is \([0, 1]\). The larger the \( D \) value is, the higher the coordination degree of coordinated development of urban and rural mass sports is; the smaller the \( D \) value is, the lower the coordination degree of coordinated development of urban and rural mass sports is.

4. RESULT ANALYSIS

According to the above evaluation model, the development index values of urban mass sports and rural mass sports in 31 provinces (municipalities directly under the central government and autonomous regions) can be obtained. From this, we can further determine the comprehensive index (USD, RSD) of urban and rural mass sports development in 31 provinces (municipalities directly under the Central Government and autonomous regions) of China. This, in turn, can determine the provinces (municipalities directly under the central government, autonomous regions) of urban and rural mass sports development level index (URS), the coordinated development of urban and rural mass sports coupling degree (C) and the degree of coordination of coordinated development of urban and rural mass sports level (D), and on the basis of the coordinated development of urban and rural areas in Table 3 degrees classification standard and representative of the coordinated development of urban and rural areas of provincial administrative region.

4.1 Comprehensive level analysis of urban mass sports development and rural mass sports development

From the perspective of time series, the comprehensive level of urban mass sports development and rural mass sports development has been improved in most provinces, showing an overall upward trend (see Figure 1). In 2019, compared with 2015, 15 urban and 10 rural provinces made notable progress in developing mass sports. In 2015, the average value of urban mass sports development and rural mass sports development was about 0.1801 and 0.2366. In 2019, the average urban mass sports development and rural mass sports development were about 0.2664 and 0.3118 respectively. The development speed of mass sports in urban and rural areas is inconsistent, and the development level of mass sports in rural areas lags behind that of urban areas. However, under the relevant systems and policies of overall planning and integrated development of urban and rural areas, the development of mass sports in urban and rural areas shows a trend of gradual coordination.
4.2 Analysis of coupling coordination degree between urban mass sports and rural mass sports

From the perspective of time sequence, the mean value of the coupling coordination degree of urban and rural mass sports development in China grew from 0.506 in 2015 to 0.583 in 2019 (see Table 4), showing a trend of slow rise, and the coordination was strengthened, falling within the barely coordinated range. In 2019 and 2015 contrast analysis, mild imbalance of provinces have been reduced, is on the provinces of disorders were compared with 2015, mainly concentrated in the western provinces and the northeast of liaoning, heilongjiang, etc., and primary coordination, intermediate coordination, good coordination is the eastern part of hebei, zhejiang, jiangsu and so on, the development process of the provinces into the back. The coupling and coordination level of urban and rural mass sports development in China has gradually improved. In general, all provinces should continue to strengthen and improve the system of coordinated development of urban and rural mass sports, and focus on solving the problem of insufficient coordination.

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REFERENCE


Discussion On Reflection and Suggestions in Flipped Classroom Teaching

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Abstract: With the continuous development of science and technology, the flipped classroom teaching model has significant effects in the field of education. In flipped classroom teaching, the "reverse questioning system" teaching method is an important teaching method for teachers to respond to students’ questions or answers in class. Strategies are also the rhetorical questions in the teaching of cultivating students' independent thinking and self-inquiry. It is also a relatively novel teaching mode. By discussing the rational thinking of the reverse-question system in flipped classroom teaching and conducting a comprehensive analysis, it is found that there are also defects in the reverse-questioning system in flipped classroom teaching. In order to further improve the effect of flipped classroom teaching, relevant suggestions and examples are put forward to realize learning the sharing of resources and the improvement of course teaching effects provide theoretical references and have important practical significance.

Keywords: Flipped Classroom; Rhetorical Questioning Teaching; Thinking and Suggestions

I. RATIONAL THINKING AND ART OF RHETORICAL TEACHING IN FLIPPED CLASSROOM

At present, flipped classrooms are more popular in universities all over the world, and the implementation of the rhetorical teaching method in flipped classrooms is a new teaching mode. The flipped classroom we usually refer to mainly refers to the readjustment of the teaching or learning time inside and outside the classroom in the course of teaching, and the right to learn is mainly from the teacher to the student's learning. Under this teaching method, students cherish their precious time in class, take the initiative to study or focus more on project research to set up some questions so that students can quickly adjust their thinking and further cultivate students' learning thinking ability and improve their intelligence level, so that students can feel new knowledge in the new classroom teaching.

(1) Be good at preset flipped classroom situation and improve the effect of rhetorical teaching

In flipped classroom teaching, teachers should preset the teaching situation of each class according to the teaching content and their own teaching level, and guide students to think about problems. At the same time in the preset classroom teaching situation, also according to the students' experience and cognitive level ability, put forward the corresponding rhetorical questions, so as to further stimulate students' interest in learning or research, fully mobilize the enthusiasm of students to explore, let students feel new knowledge in the new classroom teaching. For example, before class, the teacher first provides students with a micro-class video of sports medicine recorded by himself (about 3 minutes) and a self-learning list of self-learning before class, which provides students with a micro-class video of sports medicine recorded by himself (about 3 minutes) and a self-learning list of self-learning before class, which includes teaching objectives, learning content and self-learning knowledge points of self-learning. This is conducive to improving the effect and efficiency of students' learning in class. Therefore, the situation preset in flipped classroom teaching is an important guarantee for the effective organization or realization of flipped classroom teaching.

(2) Multidimensional research perspectives, deepening understanding of flipped classroom rhetorical teaching

The research of flipped classroom is no longer limited to flipped classroom itself, but takes flipped classroom as the fulcrum and conducts divergent research on it from different angles. In flipped classroom teaching or exploring questions, the learning content or knowledge points should be taught in a rhetorical teaching method, so as to further cultivate students' learning thinking ability and improve their intelligence level, so that students can better understand the knowledge and why they need to learn the knowledge, and further apply it to practice. In addition, the use of rhetorical teaching in flipped classroom teaching has an enlightening effect. For example, when students are blocked in a certain knowledge point, teachers can use the method of rhetorical teaching to point out the direction for students, so that students can quickly adjust their thinking and devote themselves to learning.

(3) The rhetorical questioning system in flipped classroom teaching, and then ask the teacher back. In flipped classroom teaching, the "Rhetorical Questioning System" teaching method is an important teaching strategy for teachers to respond to the questions or answers raised by students in the classroom. It is also an important teaching strategy for cultivating students to think independently and explore the rhetorical questions in teaching.

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teaching should be "questioning value for money"
The flipped classroom teaching model is gradually applied to the curriculum teaching of universities, high schools and vocational schools from abroad to domestic. In fact, in the course of curriculum reform, most schools have carried out the practical activities of "learning before reform", and have basically understood and mastered the important ideas of flipped classrooms. However, when using rhetorical teaching in teaching, questions must be purposeful and conform to the content of the teaching. In the "reverse questioning" session, students must be "fast, accurate, and ruthless". In the connection of various knowledge points, students should grasp each knowledge point to ask questions, and they can ask the teacher a difficult question at any time in class. Teaching should also quickly and efficiently answer questions raised by students to save valuable time in class. In addition, teachers must be accurate when answering students' rhetorical questions, establish a good image of learned and thoughtful thinking, and achieve "questioning value for money".

(4) The rhetorical questioning system in flipped classroom teaching should promote teaching and learning
At present, the teaching of theoretical knowledge of college physical education courses in colleges and universities is mainly conducted by teachers in the classroom, and the classroom is relatively small. After the introduction of the rhetorical questioning system, teachers can organize and perfect the theoretical knowledge and put them in the flipped classroom. Students can watch, think and learn at any time, and they can also give feedback to the teacher in time for the parts they don't understand. A reflection of the interactive teaching mode between teachers and students in the "Rhetorical System" teaching process [2]. When using multimedia technology and a developed network platform for flipped classroom teaching, students actively think, deepen their understanding, and flexibly use what they have learned under the teacher’s questions and inspirations, providing students with opportunities to ask questions and space for thinking; at the same time, it is also Reflect the teaching principle of "teach students in accordance with their aptitude". Teachers should promptly answer or give feedback to students' rhetorical questions or exploratory topics in flipped classroom teaching, which is conducive to improving classroom teaching ability and stimulating the subjective initiative between teachers and students, and promoting the continuous development of teaching.

(5) Through the establishment and improvement of flipped classroom teaching teams of different age groups
Establishing a counter-questioning teaching team in flipped classroom teaching will bring challenges to team teachers’ cognitive attitudes to flipped classrooms, informatization technology, and counter-questioning teaching methods, especially for team teachers with very long teaching experience to new media and new technologies. It is also a particularly big challenge. In the process of formation, the media technology of young teachers can be used and the teaching methods of middle-aged teachers and the teaching experience of older teachers can be used to tackle key problems and flip the questioning method in classroom teaching. Second, give full play to the role of the teaching team in two aspects: First, middle-aged and young teachers give corresponding help to older teachers, improve their informatization teaching ability and confidence, and improve their recognition of flipped classrooms. The second is to establish a team course teaching responsibility system, that is, all members of the team will jointly complete and be responsible for the relevant course construction in the flipped classroom. Middle-aged and young teachers are mainly responsible for completing the relevant content of the flipped classroom informatization teaching, and the elderly teachers are mainly responsible for flipping. In the classroom teaching, the relevant content of the teaching method of the rhetorical questioning system can not only give full play to the respective advantages of the team teachers, but also effectively carry out the rhetorical questioning system teaching of flipped classroom teaching.

2. SUGGESTIONS FOR RHETORICAL TEACHING IN FLIPPED CLASSROOM TEACHING
(1) Confiscating and using network resources to increase students' interest in learning
In flipped classroom teaching, it is necessary to make full use of network technology resources, allowing students to use network video, media and knowledge network resources to produce sophisticated, high-quality flipped classroom teaching videos. Help them better master the content of learning, help students and classmates learn basic professional knowledge, and let them realize the multiple ways to achieve their goals, enrich their resource reserves, expand their horizons, and stimulate students' interest in learning to a certain extent, To promote students' reflective role, learn to apply critical thinking methods in practice, analyze and solve various problems. Promote the overall development of students' basic knowledge. The implementation of the flipped classroom model requires certain basic hardware and software conditions, and needs to increase the input of online course teaching resources, relying on network information technology to continuously improve the networked teaching environment. Teachers need to improve the ability to use information technology, relying on information technology to carefully produce high-quality teaching videos that meet the teaching goals, arouse students' interest, and promote students' efficient learning.

(2) Create an atmosphere of exploration and arouse the enthusiasm of students in learning
The teaching and learning in the flipped classroom should also continue to innovate and set goals. It requires students to strengthen cooperative learning in their studies, so as to achieve their own rhetorical learning, so that students can experience the process of in-depth knowledge and let students do their own questions. Make new judgments or further investigations. This not only mobilizes students' enthusiasm for learning and research, but also further cultivates students' ability to think, analyze and solve problems. In addition, it is necessary to continuously improve students' learning awareness of cooperation and
communication, focus on cultivating team spirit, and actively discuss problems in the online learning platform, so that students can shift from passive learning to active acquisition of knowledge. (3) Build a high-quality flipped classroom teaching team The implementation of the flipped classroom has made a major change in the identity of teachers. Teachers' teaching ability, organizational ability and communicative ability have to face major changes, and students are the major beneficiaries. When creating flipped classroom teaching, teachers must make full use of modern science and technology to process student information through cloud platforms, keep abreast of students' learning conditions, and formulate and organize classroom exchanges and discussions and solutions to problems [3]. Third, it is necessary to further improve teachers' information technology level, teaching wisdom, and teaching democratic awareness. In addition, it is necessary to form a team of the same course, which can allocate tasks in the same course that is suitable for flipped classrooms, reduce the burden on teachers and alleviate contradictions in teaching, achieve complementary advantages, and improve teaching effects. Finally, classroom teaching activities are carried out in the form of group discussion, cooperation and interaction; the characteristic of making full use of contextual learning theory is to learn knowledge and skills in the context of actual use. (4) Strengthen the assessment and evaluation mechanism The assessment method in the flipped classroom questioning system should be constantly innovated, while the traditional teaching assessment method often uses a single assessment method in the classroom and test papers, focusing on scores, and less evaluation of practical aspects, resulting in excessive teacher input. Flipped classroom teaching spends a lot of time and energy but it is difficult to help students improve their academic performance [4-5]. From the point of view of evaluation content, it ignores the evaluation of students' cognition and emotion. Innovative evaluation methods must be coordinated with various evaluation methods to ensure the objectivity and comprehensiveness of the evaluation effect. Various evaluations can be expressed in many aspects. Both evaluation concepts and evaluation technical methods need to be continuously improved. For example, evaluation content, evaluation stage, etc.

3. CONCLUSION
The use of counter-questioning teaching methods in flipped classroom teaching is a concept that subverts traditional classroom teaching. In recent years, it has received continuous attention, research and practical exploration from scholars and experts. It is more prominent in teaching or research teaching in universities across the country. Laiyue is favored by front-line teachers. In addition, the reverse-questioning teaching method in flipped classroom teaching is beneficial to increase the learning interaction between teachers and students, and at the same time enhance the students' sense of teamwork. While improving the learning ability, strengthen physical exercise and help students develop good habits. In short, the use of rhetorical teaching methods in flipped classroom teaching can not only promote the development of students' thinking ability, but also improve the teaching ability of teachers and improve the teaching effect or scientific research ability.

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REFERENCES
Innovation and Development of Ideal and Faith Education of College Students from The Perspective of Moral Education

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Abstract: Thought is the guide to action, a person's external behavior is the presentation of its internal ideas and concepts, the basic premise of the ideal and faith education of college students to achieve effectiveness under the vision of Moral education is to lay a solid theoretical foundation for students. The education of ideals and beliefs should also strengthen the relevant basic theory education of students. In the process of education, the scientific guidance of Marxism should be firmly established, the excellent traditional culture should be transformed into profound ideological deposits, and the socialist core values should be taken as the criterion to lay the foundation for the ideal and faith education of college students from the perspective of moral cultivation.

Key words: College Students; Faith Education; Innovation

1. INTRODUCTION
Marxism, as a widely recognized system of scientific theories that has been guiding our practice, is the ideological guide for Chinese Communists to advance, and the driving force for our Party to stand up, become rich, and then become strong. One of the goals of school ideal and faith education is to educate students to master and use scientific and correct viewpoints and methods to understand the world, so that learning Marxism becomes the spiritual world pillar of college students and the self-consciousness of belief. First to guide students to read classic works of marxism, and further explore Gui of classic learning is to grasp the method of marxist theory, the basis of the introduction to basic principle of marxism related knowledge is connected to the classic text, through the principle of the class to let the students can feel a classic, grasp the essence of marxist theoretical system, Study dialectical materialism and historical materialism and master scientific world outlook and methodology.

2. EDUCATION OF IDEALS AND BELIEFS
Xi Thought on Socialism with Chinese Characteristics for a New Era is the latest achievement of adapting Marxism to The Chinese context, and the latest exploration of combining Marxism with China's specific realities. Under the conditions of new era, we should use new ideas to guide the way forward, college students to meditation reading xi related theory writings, by xi, a new era of socialism with Chinese characteristics in-depth study and understanding, firmly to the theory of the party and national identity, four firm confidence, enhance new times youth should have the sense of responsibility and sense of mission.

Socialist core values are an important value goal to cultivate new people of The Times. The growth of college students cannot be separated from the guidance of correct values. Core socialist values are the basic moral code and code of conduct that citizens should abide by in the new era, and are an important part of establishing moral integrity and fostering human neutrality. Today's society is in a period of great change, with increasingly frequent ideological and cultural exchanges, increasingly fierce competition in the field of values, and frequent social conflicts, which inevitably collide with the value choice and value judgment of college students. But college students' values of the whole situation is positive, college students only to remember by heart of socialist core values, and then translate into their own code of conduct, through the daily learning life, to avoid itself in the process of value judgments and value choice is stuck, can better will be a teacher, personal character and social Combine personal and social ideals. Through the correct guidance of socialist core values education, the school should promote students to firmly adhere to the common ideal of socialism with Chinese characteristics.

The fine traditional Chinese culture is the sum up of people's practical experience and the crystallization of collective wisdom. It fully demonstrates the spiritual outlook of the Chinese people, and is the spiritual blood that we inherit from each other. In the excellent traditional Chinese culture, there are many excellent qualities and noble spirits worthy of our learning and inheritance, and the excellent moral resources in the excellent traditional Chinese virtues are also worthy of our better inheritance and development. Such as day line, the gentleman with unyielding fighting spirit, wealth can't Yin, the brake strong character of fear, the rise and fall, fortunes of patriotism, I see the road, I will search up and down the exploring spirit, misfortune, and; happiness, that is where misfortune underlies spirit of self-reflection, and so on, these excellent spirit, though distant, but value forever, It can still provide help for the study and life of today's college students and inject valuable spiritual nutrition into the ideal and faith education of college students in the new era. As General Secretary Xi said: The core values of a nation and a country must be consistent with the history and culture of the nation and the country, with the ongoing struggles of the nation and the people of the country, and with the problems of The Times that the nation and the country need to solve. We should integrate excellent
traditional culture into the development requirements of the new era, and strengthen the cultivation of people through culture. Guide students with cultural ideas, enrich students with cultural content, and educate students with cultural methods.

3. PATRIOTISM EDUCATION INNOVATION
In order to innovate and develop the ideal and faith education of college students from the perspective of moral education, it is necessary to strengthen the education of party history and national history for college students to strengthen the national spirit education with patriotism as the core. Since the establishment, by the party since the founding of new China, since China's reform and opening up the great historical events, historical figures of learning, let the student fully to realize our party led the people along the way of hard and not easy, why can realize that the communist party of China, why can red political power, lets the student from the older generation of revolutionary figures, feel the great power of marxist belief, Understand what is true beginner's mission through the introduction course and the situation and policy course so that students can

To understand the past is to understand the present. Opening history is like opening a treasure house, which contains all kinds of experience and lessons to solve problems. We should learn history as a required course rather than an elective course. By learning and summarizing historical experience, we can reflect on the past, guide the present and reflect on the future. Through history education to students in all aspects of consciousness of the correct guidance, build a solid patriotic feelings of college students, a deep understanding of the Chinese dream and personal dream closely linked to the relationship between the love of the motherland, to actively participate in the construction of the motherland filled with passion into practical work. The love of the motherland should not only be expressed through words, but also reflected in action, to put

Our own future is closely linked to the destiny and future of our motherland. We should have firm confidence in ourselves, stay true to our original aspiration, and embark on a long march in the new era. The spirit of The Times is a value orientation accepted and learned by all members of the society. It is an inexhaustible driving force for encouraging individuals to grow up and become talented, promoting social progress and national prosperity and development. Ideal and faith education is also to innovate content and methods with the different times, so the process of ideal and faith education is indispensable to involve the education of the spirit of The Times, through the education of the spirit of The Times to inject new content and vitality into the education of ideal and faith. The inspiring spirit developed in the course of socialist construction is deeply embedded in the cohesion and creativity of the Chinese nation, providing strong spiritual support for the people of all ethnic groups to unite as one and work together. It is under the guidance of the great national spirit that the Chinese people have united and fought together against COVID-19 in 2020, forming a great anti-epidemic spirit with unique connotations and values, injecting fresh blood into the spirit of The Times, which is an excellent character that young students should learn from. Teachers should guide students to understand deeply and practice actively by comparing and connecting various spirits. Persisting in reform and innovation is the premise and foundation of building a socialist innovation-oriented country. In the new era, the reform and innovation focuses on scientific and technological innovation, which is closely linked to our lives. The important role of scientific and technological innovation was highlighted during the epidemic in 2020.

4. BELIEVE IN THE IDEA OF EDUCATION
In order to achieve moral first, colleges and universities need to highlight the importance of moral from the concept, form and education evaluation. First of all, colleges and universities should attach importance to moral education from the concept. Moral education is the main content of ideological and political education. College education should highlight the important position of ideological and political education in the whole teaching system, and grasp the guiding role of ideological and political education in moral cultivation and moral behavior shaping of college students. Colleges and universities aim at cultivating students' all-round development of morality, intelligence, physique, beauty and labor, but morality is in the primary position, so we must put the improvement of college students' moral consciousness and good morality in the front of education content. Take moral education as the guide to promote the development of other aspects. Secondly, we should constantly innovate the way of moral education and enrich the content of moral education. Moral education and ideal and faith education of college students are both a process of dynamic development, not the product of fixed times. Different education contents will be provided in different development periods. We should pay attention to the inheritance of history and the innovation of The Times, and have historical thinking and modern perspective. To ensure that the content of ideal and faith education of college students from the perspective of Moral education should be based on the inheritance, development and innovation, and the methods, carriers and relevant paths should keep up with the pace of the development of The Times and timely absorb new elements. From the object of moral education, the group of college students is constantly changing, each age of college students thinking agility and knowledge of curiosity is different, so we should continue to enrich the content of moral education and innovation of moral education. In the evaluation of education and teaching, moral education should be regarded as the primary evaluation standard, and those that do not meet the requirements of moral education should not be passed. At the same time, moral is also a process of practice, to guide students to turn theory into practice, in practice to increase their knowledge. Both the realization of the general goal of moral education and the realization of the goal of ideal and faith education are to adhere to the principle of moral education to promote the healthy and comprehensive development of students. This is not only the practical need of training new people of The
times, but also the need of following the law of physical and mental development of college students.

In the teaching philosophy, colleges and universities insist on cultivating talents with ideals and responsibilities. How to achieve the tree, tree what kind of people will become the main goal of current school education. With the guidance of Lide, the direction of shuren is more clear. In the new era, we should train people who are needed for our great cause, who are mindful of the future development of our motherland, and who have noble sentiments and moral integrity. The school should establish a sound and perfect talent training mechanism. First of all, strengthen the construction of teachers. High-quality teachers are the premise of cultivating excellent talents. Schools can increase the channels for introducing excellent teachers, attract more teachers with teaching experience and talent, and strengthen the talent reserve. Secondly, explore multiple ways to cultivate people. We should innovate education and teaching methods that combine theory with practice, broaden diversified education carriers, strengthen students' independent education, and help students learn to think independently and make independent choices through active guidance. It is necessary to establish and improve the evaluation mechanism and guarantee mechanism of tree people. Schools can regularly evaluate the effectiveness of education and improve the quality of talent cultivation through fair and reasonable evaluation and supervision. In a word, cultivating people is a systematic project that needs long-term persistence and continuous improvement.

5. INNOVATION PATH

The innovation and development of college students' ideal and faith education from the perspective of Moral education should strengthen students' deep feelings of identification with the motherland through four self-confident education. It is the objective requirement for universities to adhere to the guiding ideology and the realistic need for the innovative development of college students' ideal and belief education to run the four self-confident education through the whole process of ideal and belief education. General Secretary Xi has also stressed on several occasions to strengthen the four confidence education for contemporary youth. College students a firm confidence roads, the first thing to let students to the road of socialism with Chinese characteristics to have a whole understanding and correct understanding, to the whole development history of our country, with a long history of exploration and struggle and continuous development policy, the great achievements of the constantly, rising international status, Beijing loud voices expound the connotation of the Chinese road, through the path of socialism with Chinese characteristics and the contrastive analysis of the capitalist road, let the students know the path of socialism with Chinese characteristics and capitalist road is different also, but in contrast to highlight the superiority of the socialist road with Chinese characteristics, so as to establish students' inner choice. Theoretical confidence to strengthen the ideal and faith education of college students. It is necessary for a person to have a firm belief in his heart at any time. Firm theoretical confidence is to let students master more, more comprehensive, more advanced and more scientific theoretical knowledge and better guide their behavior through in-depth theoretical explanation to students. Teachers should make good use of the classroom, explain relevant theories to students from the historical background, relevant content, formation conditions, significance, unique value and other aspects of different theories, and discuss and analyze them together with all kinds of theoretical guidelines to promote development as materials. In each stage of development, our country will design new development plans and theoretical schemes. These theories are broad in content and strong in The Times. Students can learn a lot of knowledge closely related to our country's development and have a deeper understanding of the theoretical system.

College students should have a comprehensive understanding of themselves and be able to supervise themselves in their study and life. College students should through a comprehensive understanding of their own, see their strengths and weaknesses, know their own interests and needs, and then learn from each other, toward the direction of their interest in development; Understand the environment in which you live and study, think about how to turn the efficiency of the environment into self-efficacy, and make full use of all the advantages to help you grow. Correct self-evaluation, achievement can not be arrogant, belittle oneself; Do not give up in the face of failure, grasp the nettle; Formulate their own development goals, while urging themselves with short-term goals to do a good job in the long-term goals, and strive to learn theoretical knowledge, enhance practical skills; In the current stage of China's development, youth assume important responsibilities and also play an important role. The role of youth is irreplaceable. College students should take the initiative to shoulder the responsibilities given by The Times.

6. CONCLUSION

Young people of different ages have their own different needs for growth and also have to undertake different missions entrusted to them by different times. The innovative development of college students' ideal and faith education from the perspective of moral cultivation conforms to the objective requirements of the development of The Times, and also conforms to the practical needs of training new people of The Times. It is not only a matter of how to train people, but also a major issue of what kind of people to train. At present, in the face of all aspects of the impact of social development on the youth of the new era, the ideological education of youth should be placed in a more prominent position, especially for the realization of the goal of moral education, life direction and moral guidance of college students need to be paid more attention. The innovation and development of college students' ideal and faith education from the perspective of Moral education is not only related to the growth of college students themselves, but also to the future of the country and the nation.

REFERENCE
The Optimization and Application of MOOC in Ideological and Political Teaching in Higher Vocational Education

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Abstract: Under the background of the continuous popularization of network information, the ideological and political teaching reform of higher vocational colleges is also in a critical period. At this time, the emergence and application of MOOC have brought new development ideas and direction for the optimization and improvement of ideological and political teaching in higher vocational colleges. On the basis of studying the current situation of ideological and political courses in higher vocational college teaching, some targeted ideological and political teaching optimization measures are proposed, which is intended to further optimize the quality and effect of higher vocational college teaching.

Key words: MOOC; Higher Vocational Education; Ideological and Political Teaching

1. STATUS QUO OF IDEOLOGICAL AND POLITICAL COURSE TEACHING IN HIGHER VOCATIONAL COLLEGES

Higher vocational colleges are constantly cultivating and conveying talents with professional skills for all industries and fields in China. However, because the teaching focus of higher vocational colleges focuses on culture and professional technology teaching, it is easy to ignore ideological and political education, which leads to poor ideological and political teaching effect in higher vocational education. MOOC (MOOC) is an online course teaching method that can be open up on a large scale, and it is the product of the combination of the Internet era and education. The educational scope of MOOC includes: science and technology, social science, humanities, etc. As an innovative application of MOOC, it can bring unexpected effects to ideological and political teaching in higher vocational colleges, which is worth trying to carry out in higher vocational colleges.

1. 1 Teaching methods are backward and outdated
The number of students in higher vocational colleges is increasing, which brings great pressure to teachers' teaching. Especially for the ideological and political courses with many people attending classes at the same time, the key is to grasp the classroom order to carry out teaching smoothly. This leads to some teachers in order to save energy, to adopt a missionary teaching method, the students together unified teaching. This means is relatively backward by comparison. Contemporary students’ life and growth environment are more modern since childhood, so it is inevitable to have psychological resistance and resistance to this way, and affect the effect of teaching.

1. 2 Teaching objectives deviate from practice
The purpose of ideological and political teaching is to help the students in higher vocational colleges to better understand themselves, discover the advantages and disadvantages of themselves, and deeply explore the value of individual and collective. However, in order to catch up with and arrange the class hours and the course of teaching progress, teachers often choose to ignore the part of practice and application, and only focus on the explanation and memory of theoretical knowledge. Thus leading to the offset of the whole teaching goal, the students do not have enough application and practical ability.

1. 3 Weak flexibility in teaching communication
Teaching communication is an effective way for teachers to understand the students' learning situation. However, in the current ideological and political classes in higher vocational colleges, the interaction between teachers and students is not active and sufficient. Teachers only ask some simple oral questions, and there lack of mutual sharing and communication between students. As a result, the flexibility of teaching is not strong, and the classroom has no vitality, so that the students are not interested in the ideological and political learning in higher vocational colleges, which restricts the development of ideological and political education in higher vocational colleges.

2. NECESSITY OF MOOC IN IDEOLOGICAL AND POLITICAL COURSES TEACHING IN HIGHER VOCATIONAL COLLEGES

2. 1 To meet the requirements of ideological and political teaching curriculum reform in higher vocational colleges
MOOC as a new combination of teaching and teaching Internet, broke the traditional higher vocational ideological and political teaching requirements of time and space, first can effectively help higher vocational college teachers to ease the growing teaching pressure, help more students can timely and efficiently accept the relevant content of learning and training. Therefore, from this point of view, it must be in line with the slogan of ideological and political course teaching reform, which is constantly emphasized and called on by higher vocational colleges in recent years. Secondly, higher vocational colleges have also put forward many requirements for the teaching reform of ideological and political courses. Because this is a course that focuses more on theoretical knowledge, we pay more attention to students' real-time grasp and learning situation. A key entry point of curriculum teaching reform is the rectification of teaching.
content and means. For Moa, through the connection with the Internet, more teaching resources can be obtained quickly and efficiently obtained, effectively enrich the content of ideological and political courses, and fully meet the needs of ideological and political courses teaching reform.

2. Expand the ways of ideological and political teaching in higher vocational colleges

Teaching method refers to the resources, including hardware resources and equipment, including some teachers and teaching programs when carrying out the development of ideological and political teaching. Due to the negligence of ideological and political courses in higher vocational colleges, the teaching means and methods are relatively single and conventional. The emergence and application of MOOC not only provide a more flexible platform and channel for teachers' teaching work, but also creates a good environment for the communication between teachers and students. Teachers from different schools can directly share and exchange their teaching experience through the software and platform of MOOC, and adjust and selectively according to the local teaching characteristics and teaching experience. Help more teachers to broaden their horizons, open up their ideas, and treat the ideological and political curriculum teaching work of higher vocational students with a more inclusive and long-term vision. So as to help higher vocational colleges in the teaching as a whole quality and effect to achieve greater leaps and results.

2. Enhance the comprehensive quality of higher vocational college students

Students in higher vocational colleges not only need to complete the required cultural courses, but also half of the training plans need to enter the unit in advance. This brings challenges to the personal comprehensive quality of higher vocational students. Since the students who enter the internship are basically at the same starting line, it is easy to find the advantages and disadvantages of different students through horizontal comparison. The workplace and the campus environment differ in that they need not only skilled professional skills, but also relatively mature and perfect interpersonal skills, correct professional ethics and values. The latter is the content that higher vocational colleges need to be responsible for and cultivate. The use of the MOOC platform and software can enable the school to still carry out regular ideological and political education and publicity for the students after entering the internship position, and build a bridge of network interaction with the internship units, so as to understand the ideological dynamics of the students during the internship in real time. Then, to adjust the talent training plan according to the teaching results, to help the students in higher vocational colleges to further improve their personal comprehensive quality.

3. MEASURES OF IDEOLOGICAL AND POLITICAL TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES UNDER THE PERSPECTIVE OF MOOC

3. 1 Strengthen the supervision efforts to ensure that the measures are implemented

Although MOOC is only a software and platform, the emerging concepts, teaching methods and content contained in its content are all important references for higher vocational colleges to carry out the reform and optimization of ideological and political teaching work under its background and horizon. However, due to the intelligence and advanced nature of MOOC, some adverse situations have gradually appeared in the process of application. For example, since the transition of teachers in the MOOC program, most of the teaching tasks and processes have been transferred to the Internet to complete, resulting leading to a lack situation of students' offline learning. In order to prevent this bad teaching behavior and thought, higher vocational colleges should first strengthen the internal teaching supervision and control, and increase the intensity of supervision and inspection. Not only carries out effective spot check and testing on teachers' offline classroom teaching, but also restricts the online MOOC teaching norms. Formulate a series of targeted management regulations and measures, so that teachers can clarify their duty and focus of teaching. Only in this way, can we correctly use and use the teaching tool of MOOC, serve the real teaching work, and promote the teaching reform measures can be applied.

3. 2 Improve the strength of teachers to ensure the teaching effect

Teachers are the main force of ideological and political teaching and further reform and innovation in higher vocational colleges. Even with the promotion and use of MOOCs, can they give full play to their greatest advantages and energy only under the correct operation and scientific and reasonable arrangement of teachers. Therefore, for higher vocational colleges, one of the key points that cannot be ignored to optimize ideological and political education under the perspective of MOOC is the strengthening of teachers and the promotion of teachers. Especially for some higher vocational colleges that have been built for a long time, many older teachers responsible for ideological and political courses are not familiar with the Internet teaching equipment and application software, and the learning process is also relatively difficult, which is a obstacle to the promotion and penetration of MOOC. Therefore, higher vocational colleges should fully discover and realize this problem and train some teachers targeted. Through the form of grouping, the young teachers can set up mutual help groups to teach the teachers who are not familiar with the process in the daily teaching. In addition, it is also necessary for schools to regularly organize their training. Because ideological and political courses pay attention to the advanced nature of content and concept, so with the continuous development and change of China's political direction, ideological and political teachers should also keep pace with The Times to improve their ideas and enrich themselves, so as to make better use of MOOC to carry out ideological and political teaching work.

3. 3 Reform the teaching mode to create an innovative atmosphere

Higher vocational colleges mainly cultivate talents who are responsible for a technical work in various fields, and
they are relatively inclined to the cultivation of practical application skills. Therefore, the usual design of teaching objectives and content is easy to create a lack of innovation atmosphere. However, as a platform for extensive communication and learning, the purpose of its creation and application is to stimulate more people’s innovative thinking and ability. Therefore, in order to carry out the reform of ideological and political teaching under the perspective of MOOC, higher vocational colleges must mention the importance of teaching innovation. Innovation is not only reflected in the teaching means and teaching content that teachers choose can not be limited to an idea, but also to actively quote and carry forward various teaching modes, and constantly explore more effective teaching means. It should also be reflected in the cultivation of the innovation ability of higher vocational college students. Some online competitions and work solicitation can be carried out through MOOC. Let the innovative students and talents from each school fully compare and learn. While enriching the students' professional life, it is also allowed to constantly establish and cultivate an innovative habit of equality and freedom.

3. 4 Promote practical application to achieve teaching goals

For the students of higher vocational colleges, it is not only needed for credit, but more importantly, the use of theoretical knowledge and their own practice in the process of profound self-analysis and self-cognition. The opening of the ideological field is the first step to help higher vocational college students open their horizons. Later, through the mutual integration of ideas and the establishment of political concepts, the personality of students in higher vocational colleges can be constantly improved to form an outstanding talent of value and significance to the society and the nation. But at the same time, it also needs some practice to be able to further test. Under the perspective and background of MOOC, students in higher vocational colleges should strengthen their attention to current affairs and politics. They should use their spare time to go to the society, so that the knowledge of ideological and political courses can not only stay in the textbooks, but also be firmly rooted in their hearts, pursue and take action. Later, I shared it on the communication platform and promoted each other.

4. SUMMARY

To sum up, the main problems in ideological and political curriculum education in higher vocational colleges are: the backward teaching mode and the single teaching content, which is easy to make students to get bored when learning, which is not conducive to the smooth progress of the teaching plan. At the same time, due to the unreasonable setting of teaching objectives and the lack of teaching communication, teachers and schools are unable to obtain the ideological and political dynamics of students in time, so that teachers can only blindly choose the blind teaching methods. And the emergence and application of MOOC, help it break the teaching dilemma, provides a new idea and teaching direction, in MOOC open public network platform, teachers and students through convenient operation and massive resources, according to the actual needs of students to carry out teaching, well realize the ideological and political course teaching sharing and advanced nature. In order to better optimize the ideological and political teaching in higher vocational colleges under the perspective of MOOC, higher vocational colleges should not only strengthen the internal management and innovation, but also prevent the work from only staying on the surface, and the measures of implementing MOOC teaching should be implemented in practice.

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Research on College Students' Dorm Management and Ideological and Political Education

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Abstract: Dormitory is the most main place of college students, is also the main part of college students’ campus life, so, good and healthy dormitory environment can pottery college students sentiment, let college students strengthen self-management in daily life and daily behavior order, help college students improve learning ability, long quality cultivation. Therefore, the article uses literature data method, from the significance of dormitory management to ideological and political education as the entrance of research, analyzes the interconnection between dormitory management and students ‘ideological and political education, and put forward the effective implementation method to improve students’ ideological and political level under dormitory management. The purpose is to effectively promote the continuous improvement of the quality level of college students.

Key words: College Students; Dormitory Management; Ideological and Political Education

In the long time of dormitory life, college students ‘thought, learning ability and comprehensive quality will have some changes, in order to guide students' ability and ideological and political development to the direction required of the new era, therefore, to strengthen the cultural management of the dormitory of students to improve the overall ideological and political level of students is particularly important. Because, in addition to the classroom, the dormitory has also become the main activity place for students. Under the new requirements of the society for students, students 'ideological and political education has become the focus of the current college education. Therefore, to ensure the effective development of students' ideological and political education, education should not limit education to the classroom, but should go deep into the dormitory, close to the daily life of students.

It is suggested that colleges and universities should constantly strengthen the dormitory management level, encourage students to self-manage, and create a harmonious dormitory atmosphere for students.

1. PROBLEMS EXISTING IN THE DORMITORY MANAGEMENT OFFICE OF COLLEGE STUDENTS

1. 1. Conflicts among college students

Most college students live alone away from their hometown for the first time, and most of them are only children. Due to the limitation of younger age and social communication and processing experience, college students are easy to have conflicts and frictions in their collective life due to different personalities, different life habits and even speaking methods. In the constant contradictions and friction between students, some students can communicate and solve them by themselves, so as to find the most suitable dormitory mode, so as to make good adjustment, make the dormitory atmosphere get better and better, and form a good dormitory relationship. However, some college students are always unable to reconcile the contradictions between the dormitory due to personality problems or improper handling, and the atmosphere between the dormitory is constantly condensed, finally resulting in no communication, decreased rest quality or even the dormitory beating and abuse, which ultimately affects the students' study and daily life.

1. 2 The dormitory management level is backward

Although the current dormitory living environment and the daily activity conditions of students have been greatly improved, some colleges and universities are still greatly lagging behind in terms of the dormitory management level. Some colleges and universities in personnel registration management form, not for specific reasons and personnel, easy to cause unsafe factors in life, and universities adopt unified power management mode, did not take care of the needs of college students in life and study, is not conducive to students in the dormitory further self-learning and ability.

2. SIGNIFICANCE OF COLLEGE STUDENTS’ DORMITORY MANAGEMENT AND IDEOLOGICAL AND POLITICAL EDUCATION IMPLEMENTATION

2.1 Let college students develop a good learning and life order

Students' performance in the classroom is mostly based on the fixed behavior formed by the external social behavior for a long time. Although it is the external performance of the students, it has a certain performance. As the main after-class rest place for students, the behavior habits developed by students are internal and subconscious behaviors, which can form students 'fixed consciousness and affect students' future life. In the study and life of college students, the dormitory occupies a large part of the learning time. Therefore, the reasonable arrangement of the dormitory rest and learning time can effectively improve students 'learning efficiency and develop students' self-discipline in learning. At the same time, the dormitory is the main place for students interpersonal communication, students in the dormitory and roommates relationship will affect the impression of interpersonal communication, to change the students' attitude towards interpersonal relationship, good dormitory relationship can make students keep positive and optimistic.
interpersonal communication, is conducive to students’ good attitude, so as to form a positive attitude towards life, promote the cultivation of students good learning life order.

2. 2 Guide college students to form correct social values
College life is the last period of time for college students to enter the society, in the college stage to form the correct values is an important task of college students, and the formation of the correct values is inseparable from learning, life and ideology and culture, therefore, the correct ideological and political education on the college students' correct values in life has a great influence. In the university dormitory, student groups will exchange ideas after class. Most of these exchanges are random, which often reflect the most real values and thoughts of college students. So good thought communication in the dormitory can promote the deepening of emotion between college students, make students form a good harmonious relationship between students, at the same time in the dormitory can influence a dormitory collective thoughts, dormitory can influence a dormitory collective thoughts, relationship between students, at the same time in the dormitory dormitory collective can greatly improve students psychological depression, depression, and a good college students' negative energy accumulated between students. So good thought communication in the dormitory can greatly influence the college students. Therefore, in order to improve the ideological and political level of the college students, it is necessary to strengthen the management level of the dormitory managers. Dormitory managers should first have correct world values and positive attitude towards life. When there are conflicts and disputes in the dormitory, the dormitory managers should be able to timely reconcile according to the dormitory situation, and persuade college students related to everything, so as to effectively solve the dormitory contradictions. In daily life, dormitory managers can hold dormitory tea party, dormitory culture festival activities, to some can focus on the ideological exchange environment, make college students can in a relaxed and pleasant atmosphere, accept ideological and political education, improve the level of ideological and political education in colleges and universities.

3. EFFECTIVE METHODS FOR COLLEGE STUDENTS' DORMITORY MANAGEMENT AND IDEOLOGICAL AND POLITICAL EDUCATION IMPROVEMENT

1.3 Improve the dormitory management level
Although the college students are the main body of the ideological and political education in the dormitory, to a certain extent, the management level of the management personnel affects the feedback of the dormitory behavior of the college students. Therefore, in order to improve the ideological and political level of the college students, it is necessary to strengthen the management level of the dormitory managers. Dormitory managers should first have correct world values and positive attitude towards life. When there are conflicts and disputes in the dormitory, the dormitory managers should be able to timely reconcile according to the dormitory situation, and persuade college students related to everything, so as to effectively solve the dormitory contradictions. In daily life, dormitory managers can hold dormitory tea party, dormitory culture festival activities, to some can focus on the ideological exchange environment, make college students can in a relaxed and pleasant atmosphere, accept ideological and political education, improve the level of ideological and political education in colleges and universities.

3. 2 Encourage college students to conduct self-management
In the management of college dormitory, we should actively give full play to the strength of college students themselves and encourage them to conduct self-management. In the dormitory of college students, the student dormitory management committee can be set up to take turns to watch it, so that the college students can supervise and manage it by themselves. In the self-management of college students, strengthen the communication between college students, promote the mutual understanding among college students, and lay an interpersonal foundation for creating a harmonious dormitory environment. At the same time, in the identity change of college student supervisors and caregivers, strengthen the self-management and service level of students, so that college students can supervise from their own, and comprehensively improve the comprehensive quality of college students.

3. 3. Actively create a dormitory cultural atmosphere
The dormitory cultural atmosphere of colleges and universities will directly affect the interpersonal relationship between college students to a large extent. In order to enable college students to make progress in a good interpersonal relationship, colleges and universities must also create a harmonious dormitory atmosphere. Can
by music festival, dance competition and communication mode, to effectively strengthen the feelings between students, at the same time provide college students collective communication environment, college students can release themselves, truly integrated into the dormitory culture, in the harmonious dormitory cultural atmosphere to form a positive attitude, which is more conducive to the improvement of the ideological and political level of college students.

4. CONCLUSION

Compared with the course management of college education, in the management of college students dormitory, college students are more aspects in study and life, and have more complex nature. In view of the objective conditions of college students living for a long time in the dormitory, colleges and universities must strengthen the management of college students dormitory and improve the ideological and political education of college students. Although the dormitory management has been the attention of universities, but there are still backward management level in dormitory management, students conflict, in order to solve these problems, colleges and universities need to create a positive dormitory environment for college students, improve the ideological and political level of managers themselves, but also actively hold some rich cultural activities, promote students' interpersonal communication, so as to create a harmonious dormitory environment, make college students can be good dormitory atmosphere, accept the ideological and political education, So as to comprehensively cloud the comprehensive quality of senior students.

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REFERENCE


Research on the Impact of Network Culture Education on the Social Values of College Students

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Abstract: The comprehensive popularization of the network has effectively promoted the promotion of college education, and the network culture has an important influence on the social values of college students. To this end, the article adopts literature research method, analyzes the influence of the current network culture on social values, from the current situation of network ideological education, put forward the use of network culture to promote the development of socialist core values, hope can through the network culture education let college students establish a good ideological and moral, improve the social values of college students.

Key words: University; Network Culture; Education; College Students; Social Values

The convenience of network information people can transmit information to every corner of the whole world, the network culture covers the world, now, whether in the daily life of college students, or college students' learning are inseparable from the network, and play a more and more important influence. College students, although their thoughts are relatively active, are still in the stage of uncertain growth. If the education and guidance is not appropriate, it is easy to be affected by the bad external conditions and go depressed. Due to the diffusion and low threshold of the network, many college students will be because of their own control ability is weak, resist the poor temptation is not strong enough and a series of shortcomings, under the influence of the network bad information, there will be their own thoughts and behavior can not restrain the phenomenon. With the increasing popularity and influence of the Internet in colleges and universities, the implementation of network ideological education in colleges and universities has become an important topic that cannot be ignored. Therefore, it is urgent to implement network ideological education in colleges and universities to cultivate their network ideological and morality, and adopt scientific and reasonable education methods to promote college students to establish a complete social values.

1. THE INFLUENCE OF NETWORK CULTURE AND EDUCATION ON THE SOCIAL VALUES OF COLLEGE STUDENTS
1. 1 Positive influence of network culture on college students
1. 1. 1 Broadened and improve the innovation vision and innovation ability of college students
China aims to establish an innovative national system that attaches great importance to talents. In the contemporary world and Chinese society, innovation ability has increasingly become the most important standard to measure the ability of college students and social personnel. The important influence of network culture on college students is first reflected in its positive significance for expanding college students' innovative thinking and improving their innovation ability. Due to its timeliness, inclusiveness and speed, the network makes the seamless communication between different ethnic groups, countries and regions possible, which greatly shortens and even eliminates the distance between time and space. Therefore, in this cross-cultural and regional communication environment, it is easy to collide with different types of culture and consciousness, so as to improve their own thinking and thinking ability, promote their exploration of different, innovation is known. In addition, the network culture has a certain elimination of conformity, which can help college students to establish the consciousness of denying authority, get rid of their traditional habit of taking saints and books as the platform, and use them for innovative thinking.

1. 1. 2 Enhanced its own subject consciousness
In addition, the network culture also has the characteristics of equality, eliminating identity and timely interactivity, which has a positive effect on cultivating the personality characteristics of college students and enhancing their personal subject consciousness. Network culture is free and open, which is very suitable for the rich personality development needs of college students. Most of the contemporary Chinese college students are in the final construction period of personality psychology and personal quality. On the one hand, they look forward to understanding and understanding, on the other hand, they also expect to express themselves and know others, and are very concerned about their inner world. The network provides a favorable platform for college students to communicate, and provides them with a fast channel to freely express themselves and communicate with others, such as Weibo, personal space, circle of friends and other information exchange areas, which are now very popular in China. In these online circles, college students can show and maintain their personality to their content, and can fully publicize the most true characteristics or the most wonderful and charming aspects in communication. The survey found that some college students have too low self-esteem to find themselves in the process of interpersonal communication, but they can find their own sense of existence on the online platform, often speak, make friends, and can get certain encouragement and response.
This kind of college students mostly lack confidence in reality, can only find self-satisfaction in the network, build confidence. After building up their confidence, college students can bring this confidence back to real life instead. Some college students can often find spiritual comfort in the online communication after suffering setbacks or difficulties in real life, and can also provide confidence for them to overcome setbacks and promote their positive life. All these show that in the influence of network culture, college students can establish and gradually enhance their self-identification and improve their personal subject consciousness.

1. 2. 1 The dilemma of making college students identify with the socialist core values
Although Chinese college students can also get certain incentive and improvement of self-ability due to the development of the Internet, to different degrees, many college students identify China's core socialist core values are in difficulties. Although most students in Chinese universities generally agree with the national goal of building a prosperous, democratic, civilized and harmonious society, to some extent, many college students still have a tendency to be confused about such political goals and beliefs. The overall goal of the country is to wish the future communism under the influence of social development and the general law of social development under Marxism. Due to the development of network culture and technology, many western ideologies are hidden in the network information. Contemporary college students in China are full of curiosity about unknown things. On the other hand, their learning ability is also fast, which makes some college students yearning for western way democracy and thus abandoning the essence of socialist democracy, making their self-national consciousness and national emotion extremely weakened, resulting in a major dilemma in their recognition of the socialist core values.

1. 2. 2 Imbalance the moral standards of college students
Network culture is often a kind of virtual space existence. In the rapid rise and explosive development in recent years, many countries have seen inconsistent network development and network legal construction and supervision and maintenance, and China is no exception. Therefore, in this kind of territory, often even if college students do immoral behavior, they are easy to forgive themselves because of no supervision and reminder, appear the tolerance of moral judgment, and sometimes even deliberately violate the moral norms intentionally or unintentionally, in order to meet their own spiritual stimulation or material needs. According to relevant surveys, in online platforms, college students are more than twice as likely to do illegal moral standards and requirements than in their daily life. In the network life, there is often a lack of a practical and powerful regulatory power, so that it cannot use the traditional moral vision or norms to restrain the network behavior and life. Therefore, most people, including college students, also believe that in the online virtual world, they do not need to have moral responsibility for their own words or behavior, which makes the moral definition standards of college students seriously unbalanced, and sometimes even affects the real life of college students, resulting in the same gradual lack of moral standards in real life.

1. 2. 3 Network culture weakens college students' sense of social responsibility
In the process of building a harmonious socialist China, social responsibility and collective consciousness are the basic requirements for Chinese citizens and college students. As a kind of moral emotion, the sense of social responsibility has higher standards for contemporary college students such as senior professionals. However, when the college students enter the network platform, the students' sense of social responsibility is easy to be weakened or even broken because of the general personality publicity and the weakened collective consciousness in the network platform. For example, the biggest influence in the online world on college students is online games. Online games often attract college students through illusory simulation of realistic situations. In the world of online games, college students can realize their desire to conquer others or conquer the world that cannot be realized in real life, so as to improve their own satisfaction and satisfy their desire for success or conquer. Therefore, college students with weak self-control or too low status in real life are easy to lose the ability to communicate and undertake work in social life in this world of online games, which will ultimately affect the future and development of college students.

2. USING THE NETWORK CULTURE TO ENHANCE THE DEVELOPMENT IDEA OF THE SOCIALIST CORE VALUES OF COLLEGE STUDENTS
2. 1 Let college students realize the advantages of online education
Colleges and universities need to use the characteristics of high technology to improve the overall quality of the college students, let the college students realize the advantages of network technology application, can encourage the college students to improve their scientific and technological level. In addition, the network media is more loose and open, for college students flexible mind provides a broad stage, can make different levels, different professional college students to find their own needs, promote them in the process of communication and thinking limitations, close contact with their own advanced knowledge, eventually sublimation of their own innovation ability.

2. 2 Adhere to the people-oriented education concept to carry out online culture education
Under the background of the current socialist modern construction goal and the establishment and consolidation of the socialist core values, colleges and universities should actively strengthen the network culture education for college students. Through the reasonable network culture education, to realize to adhere to the concept of people-oriented education, with college students as the original network culture education, in order to promote the comprehensive and healthy development of college students. Because, promoting the all-round development of college students is the ultimate goal of ideological and
political education in Chinese colleges and universities, and network culture education is one of the most influential components of this comprehensive education and ideological and political education.

2.3 Pay attention to the personalized education for college students

In ideological and political education in colleges and universities, teachers should pay attention to college students' personality education, to face up to different personality differences, in the use of network culture education to cultivate college students' social values, must pay attention to college students' personality education, according to students need to network culture education content setting, eventually to actively guide college students to set up the correct social values. College students are a special group with a higher cultural level in the network society, with a strong sense of subject, independent thinking and self-education ability. The purpose of personality education is to improve the level of self-awareness of college students, so that college students can actively improve themselves under the influence of network culture, and finally realize education.

2.4 Reasonably build a network culture and education platform

In the use of network culture education to enhance the socialist core socialist values of college students, colleges and universities should strengthen the socialist ideological and theoretical indoctrination of college students in realistic education. It is necessary to make reasonable use of the Internet to build an online education platform for socialist core values education, and shorten the distance with the students who love the network. Make reasonable use of campus culture to build a healthy and positive good network culture atmosphere on campus, schools can open WeChat, QQ, Weibo and other network ideological education and consultation public platforms, to provide a good network environment and surrounding environment for college students.

3. CONCLUSION

In short, under the current social background of the comprehensive development and popularization of the network, the network culture education has an important impact on the social values of college students, and its positive side is greater than the negative side. This requires colleges and universities to make scientific use of ideological and political education to develop the advantages of network culture education to cultivate their social values and constantly improve the comprehensive quality of college students.

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REFERENCE

Graduated followed for Teaching Quality Evaluation System

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Abstract: After years of application and research, at present China's colleges and universities teaching quality evaluation system has been formed, but the author thinks that the evaluation system of the evaluation content and evaluation time point setting remains insufficient, especially not reflect according to the characteristics of different courses and set up the well effect of tracking evaluation, therefore, the author in education courses, for example, Design tracking programs for different graduation years of graduates. This program can avoid many shortcomings of students' evaluation of teachers. In the setting of years interval, the influence factors of graduates' social existence on their thoughts are taken into account.

Key words: Teaching quality evaluation time point; The design of tracking system for graduates' academic achievement

1. ELEMENTS OF THE CONSTRUCTION OF IDEOLOGICAL AND POLITICAL COURSE TEACHING QUALITY EVALUATION SYSTEM

The new era of socialism with Chinese characteristics, is an important course to accept the ideological and political education of college students. This determines the nature of ideological and political curriculum as the fundamental course of ideological and political education in China to establish morality and cultivate the successors of socialism. [1] Ideological and political courses must have the characteristics of patriotism, collectivism and socialism education based on Chinese characteristics and carrying forward traditional culture education. Therefore, ideological and political courses should have Both Chinese characteristics and keep pace with The Times. Education courses, therefore, should include the diversity of the modern education concept and pattern, at the same time should be combined with traditional Chinese culture connotation, inheriting the national excellent culture, pay attention to the modern development in the teaching process and the combination of Chinese traditional culture, both to understand this nation features can also keep up with The Times the pace of progress, for the great China Renaissance dream of cultivating qualified talents.

Based on the analysis of the characteristics of the above courses, the author thinks that the content of the teaching quality evaluation system of ideological and political courses should include not only what kind of people to train and how to train people, but also the content that can answer the evaluation of the effect of knowledge learning and absorption.

2. PRESENT SITUATION OF IDEOLOGICAL AND POLITICAL COURSE TEACHING QUALITY EVALUATION SYSTEM IN COLLEGES AND UNIVERSITIES IN CHINA

According to the provisions of Article 16 of chapter v of the Interim Provisions on Education Evaluation of Ordinary Institutions of Higher Learning promulgated by Decree No. 14 of the State Education Commission on October 31, 1990, the evaluation methods of ideological and political courses and the formulation of relevant policies shall be set up by each school according to its own characteristics. Therefore, there is no unified teaching quality evaluation system for ideological and political courses in China at present. However, although the evaluation system of curriculum teaching quality in colleges and universities in China has its own characteristics, it is all based on the evaluation mechanism of four main bodies: student evaluation, supervision evaluation, peer evaluation and leadership evaluation. [2] The existing evaluation subjects are basically the same. But the evaluation subjects are not the focus of this paper. This paper discusses the setting of the content and time point of evaluation in the evaluation system. Each school is according to the characteristics of their own school to set the evaluation content and evaluation time point. With the time, the existence of various deficiencies are gradually exposed. According to the research, the existing curriculum teaching quality evaluation system is not refined to each subject to do independent evaluation. The teaching quality evaluation of the existing ideological and political courses also comes from the traditional teaching quality system. Therefore, the teaching quality evaluation system of ideological and political course also has the problem of teaching quality evaluation content and time point setting too.

2.1 The evaluation content did not show the subject characteristics

The evaluation of course teaching quality in colleges and universities does not distinguish subject characteristics in detail. It uses uniform evaluation criteria. All courses use a "standardized" evaluation system, regardless of major. [3] Some scholars believe that the existing teaching quality evaluation subjects, evaluation methods and feedback of evaluation results are not diversified enough. [4] Some scholars believe that the following problems exist in the current teaching quality evaluation: unclear evaluation objectives, ineffective supervision in the evaluation process, unreasonable evaluation indicators and so on. [5]

2.2 The time point setting of the evaluation subject is unreasonable

At present, the subjects of curriculum quality evaluation
are students, supervisors, peers and leaders. Such evaluation subject setting covers the whole relevant personnel. But in the actual, it is found that some schools are unreasonable to set the evaluation time for the evaluation subjects, especially the students. For example, some scholars put forward the phenomenon that students in school cannot objectively evaluate the teaching quality of teachers. [6] Some schools require teachers to fill in their evaluations before they can check their scores. Students are eager to check the results, and often scan the content of the evaluation, without serious thinking and filling in the actual evaluation. Or some students find their grades are not as good as expected, so out of anger or revenge arbitrarily fill in lower grades. [7] According to the above, the author thinks that the evaluation time of the evaluation subject (students) should not be set at the time point associated with academic performance.

2.3 The concentration of evaluation content leads to the failure of evaluation results to reflect the expected purpose. The existing evaluation process pays too much attention to the teacher's classroom effect and neglects the actual achievement of students. In classroom teaching evaluation, teachers are often only concerned about their teaching situation. There is no category analysis in combination with subjects, majors and student characteristics. Just focus on what the teacher did? Are students active in class? Teachers' classroom teaching ability is only fed back by students' active degree, which lacks the investigation of students' knowledge absorption degree. Failed to establish a student learning effectiveness tracking feedback system. Unable to achieve the expected goal of confirming whether students have really learned the knowledge.

2.4 The setting of evaluation time point in curriculum teaching quality evaluation system is unreasonable. According to the existing research, the evaluation time of teaching quality of most courses is fixed at three time points: beginning, middle and end. These three timings are not flexible enough. The time is fixed at the beginning and the middle of the period. If you are a freshman, teachers between students, as well as students are still gradually adjusting to the overall environment. In this case, the evaluation results can not really reflect the real teaching situation of teachers and students. The time is at the end of the term. Due to the pressure of final examination inspection, students' spontaneous learning enthusiasm is naturally stimulated to the maximum extent in the final period under the academic pressure, which cannot objectively reflect the real interaction effect between teachers and students. And the degree to which students knowledge acquisition.

2.5 Construction of curriculum teaching quality evaluation system in other countries

Taking the United States as an example, curriculum evaluation in American colleges and universities emphasizes the balance of interactive results between teaching and learning. It doesn't put all the blame on the teacher. That is to say, it is not entirely the responsibility of teaching to learn badly. Take both sides into consideration. Therefore, the general teaching quality evaluation in the United States consists of four points: the evaluation for teachers, courses and students, and the overall evaluation for the entirety. [8] This is obviously different from China's curriculum teaching quality evaluation system, which sets four evaluation subjects, but the evaluation object is only teachers.

2.6 The idea of setting up the graduate evaluation tracking system

The concept was inspired by the OBE concept. OBE supports the following view: the education of students should be oriented to the relevant abilities they can possess after finishing their studies, so as to design the training plan and curriculum design. That is to say, in teaching, we should first plan the goal of student training, and construct the curriculum system, teaching process and teaching effect evaluation based on it. [9] Different from the traditional teaching philosophy, the OBE philosophy enables teachers to shift their focus from what the school teaches to students and how to teach them to what the students learn and what they can do after graduation.

According to the characteristics of ideological and political courses, the educational requirements of training successors of socialist cause. In August 2019, "on deepening the reform of the new age school ideological and political theory course innovation of the several opinions of the further clear emphasis on the ideological and political theory course teaching requirements," the university stage is enhanced bear mission, guides the student to go remained loyal to the party to talk to the party, be socialist qualified builders and reliable successors. [10] Based on this, it is necessary to design an evaluation method that can truly reflect students' knowledge acquisition. Therefore, the author puts forward the idea of designing the graduate evaluation tracking system.

3. STEPS OF GRADUATE EVALUATION TRACKING SYSTEM DESIGN

Graduate evaluation tracking includes more detailed evaluation content and more humanized evaluation time point.

3.1 To establish specific evaluation criteria for the characteristics of ideological and political disciplines

The cultivation objectives of ideological and political courses and individual courses should be set independently. Unlike general studies, special attention must be given to: "Insist on a new era xi the thought casting the soul of socialism with Chinese characteristics education, political identity, home to the feelings, moral cultivation, the rule of law consciousness, cultural quality as the key point, love to party, patriotism and socialism, love people, love the collective, patriotic and love the socialist unity party, marxist theory education system, Education on socialism with Chinese characteristics and the Chinese Dream, core socialist values, the rule of law, labor, mental health, and fine traditional Chinese culture will be systematically carried out." [11] On this basis, according to the curriculum and teaching situation, from the actual learning content, after-class practice, students' views and other aspects of the comprehensive evaluation of teaching quality.

3.2 Increase the tracking and evaluation of the learning
effect of political courses
On the basis of the existing ideological and political curriculum training objectives, the tracking and evaluation system of students' learning effect is added. As shown in the form No.1
Table No.1 Graduate Tracking evaluation

The existing time points of ideological and political course teaching quality evaluation generally focus on the beginning, middle and end of the three nodes. The timing is regular. Moreover, the response to the teacher's teaching effect is not rational. The setting of teacher's curriculum is should be systematic. If only a certain point in time is selected, it can only evaluate a certain class of the teacher, rather than the overall situation of the teacher and students. Therefore, regular evaluation should be avoided, and teachers' classes should be randomly participated in, and systematic and long-term comprehensive evaluation should be established. Such evaluation data can be more comprehensive and more convincing. Such data tracking is systematic and is the result of comprehensive consideration after long-term and multi-period tracking. Generally speaking, the first year after graduation is the period of social freshmen. the change of environment will lead to a change of thinking. At this time to follow up, we can preliminarily obtain whether students have established a relatively stable correct idea in learning. By the third year, students enter the society and have gradually adapted to social life and begin to plan for themselves. At this time, the follow-up feedback can further respond to the firmness of the teaching results of the concept in the course teaching. By the fifth year, students have fully adapted to social life. The students' minds were buffeted by different ideas. Follow-up at this time can more accurately discover whether the education students received during the school has played a role, whether students can adhere to their ideas in social life. Ten years later, students have become a full member of the society, and their ideological status is the comprehensive feedback to the ideological and political courses they received in school, which is also the most stable result.

REFERENCES
A Study on the Practice of Peer Conflict Resolution Strategies for Children in Small Classes under the Life - oriented Curriculum

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Abstract: Peer conflict is inevitable in children's social activities. However, in the past, people believed that peer conflict was a bad phenomenon, so it would always be avoided as much as possible. Children in small classes are in the stage of unclear awareness of property rights, so the occurrence of conflict behavior is more obvious and high frequency. In this study, 30 children in small classes as the object, the types of conflict behavior activities, causes and solutions were analyzed, and put forward the corresponding education suggestions for front-line teachers: different guidance; scene games reproduce conflicts; intervention in picture book theme activities; home-land cooperation constitutes a good environment.

Key words: Life Course; Small Children; Peer Conflict

1. INTRODUCTION
Children's peer conflict refers to the process of conflict between children due to differences in language, behavior and subjective desire in one-day activities of the class. Peer conflict is a form of children's social interaction. Reasonable conflict resolution plays a very important role in children's physical and mental development. Piaget believes that the conflict between children is the key factor to realize children's self-centered. Therefore, through the solution of children's peer conflict, children can gradually learn to understand the views of peers, gradually obtain the ability to choose views, realize the "self-centered" and promote the development of children's sociality.

However, various studies have not put forward a set of effective methods for how to combine curriculum activities to intervene in peer conflict of children in small classes. Understanding the current situation and causes of peer conflicts among children in small classes, and putting forward corresponding solutions combined with curriculum activities are helpful for front-line teachers to scientifically and reasonably deal with peer conflicts among children in small classes, promote the comprehensive development of children, and promote teachers' professional growth.

2. RESEARCH METHODS
2.1 Research object and content
Thirty children from small classes in the researcher's class were selected as the subjects, including 15 boys and 17 girls. Their peer conflict behaviors and their solutions were studied. Based on Chen Yinghe's research on the relationship between children's psychological theory and emotional development, the causes of children's peer conflict in small classes are classified into three categories: fighting for toys or items, unconscious body collision and conscious destruction of provocation; according to the collected data, the types of high-risk activities of peer conflict among children in small classes mainly include morning activities, outdoor regional activities, toilets and transitional links. At the same time, with the reference of Mouton and Blake's five points method, combined with the actual observation data, the small class children's peer conflict resolution strategies are divided into five categories: communication and consultation, interpretation request, intolerance of surrender, petition for help, robbery attack.

2.2 Research methods
According to the characteristics of children's physical and mental development in small classes, the observation record table of children's peer conflict behavior in small classes is compiled. The observation method is used to observe and collect data on the conflict behavior in the class. The main contents of the observation include: the types of activities for children in one day, the main types of activities for children in small classes in one day, morning activities, outdoor regional activities, and other major areas, including washing and transition activities. On the whole, the main activities include morning activities, outdoor regional activities, bathing links and transition links.

3. RESEARCH RESULTS AND ANALYSIS
3.1 Type analysis of children's peer conflict activities in small classes
The researcher's kindergarten children's daily activities are divided into: morning activities, teaching activities, outdoor activities and other major areas, including washing and transition activities. In this study, the frequency of conflicts is relatively high. Morning activities and transition links are the most important. This is mainly because of the high autonomy of children in such activities. Children, as independent individuals, will have different consciousness and concepts from other children. Moreover, the game materials for such activities are limited, and the frequency of communication and contact between children is high, so the frequency of conflicts is relatively high. Morning activities and transition links are the most important. This is mainly because of the high autonomy of children in such activities. Children, as independent individuals, will have different consciousness and concepts from other children.
By classifying and analyzing the collected data, the causes of peer conflict can be divided into three categories: scramble for items and toys, unconscious body collisions, and conscious destruction and provocation. For children in small classes, there are a variety of causes of peer conflict, including the fight for items or toys is the highest frequency, mainly has the following several reasons, one is the game material is limited, can not meet the needs of most children, so there is a fight for toys and game material conflict behavior; second, because the children’s real right consciousness is not clear and self-centered stage, this stage of children have no clear concept of sharing, their possession of goods is very strong, do not want to share with peers, so there is a fight for belongings. Unconscious body collisions rank second, most of which are caused by children’s actions such as excitement running in game or physical activity, because children play and often collide with each other, and some children dispute because of this unconscious collision. Conscious sabotage provocations are minimal, and such conflicts focus primarily on individual children, who often wish to gain peer or teacher attention by sabotaging others’ outcomes or game processes.

3. 3 Short-class children peer conflict resolution strategy analysis

According to the actual observation of children’s peer conflict behaviors in small classes, with the quintile method as a reference, this study divides children’s peer conflict resolution strategies in small classes into five categories: communication and consultation, interpretation requests, tolerance of concessions, appeal for help, and forced assault. On the whole, the frequency of children’s peer conflict resolution strategies from high to low is: robbing attack > pleadings for help > resignation > communication consultation > explanation request. The age characteristics of children in small classes determine the lack of children’s language expression and social communication skills at this stage, which leads to the use of force attacks to solve conflicts. The second is the petition for help, through the intervention of a third party to resolve the conflict.

3. 4 Analysis of peer conflict resolution results of small-class children

According to the summary of children’s peer conflict resolution strategies, the conflict resolution results are divided into positive results, neutral results and negative results. On the whole, the results of peer conflict resolution of children in small classes are mainly negative results and neutral results, and the neutral results are the most, because the physical and mental development characteristics of children in small classes make them vulnerable to external influence, and their attention quickly shifts, resulting in conflict. The second is the negative results. Children in small classes tend to change their faces very quickly. When there are conflicts such as forced robbing attacks, children often take the same way to fight back. Therefore, it will lead to intensification of contradictions, suspension of games, and dislike of both sides.

4. EDUCATION RECOMMENDATIONS

ACADEMIC PUBLISHING HOUSE

4. 1 Correctly treating peer conflicts and discovering the value of children’s peer conflicts

Peer conflict is very common in children’s daily life, which plays an important role in children’s social development. Teachers need to establish a correct concept of conflict and understand the importance of peer conflict in children’s development. In daily life, teachers should not be afraid of children’s peer conflicts, not try to avoid peer conflicts, but should treat peer conflicts correctly and actively guide children to solve conflicts. It has been pointed out that teachers’ positive attitude towards peer conflict plays a key role in children’s peer conflict coping strategies and conflict resolution. Peer conflict resolution plays an important role in the improvement of children’s problem solving ability and social communication ability. In the process of conflict resolution, children gradually learn to understand the views of peers, learn to think differently, learn to share and cooperate with other social communication skills, which has a positive effect on children’s ‘going to self-center’. Therefore, teachers should establish a correct concept of peer conflict and re-examine the impact of peer conflict on children’s physical and mental development.

4. 2 Observe calmly and guide children differently

In children’s daily life, teachers should first be observers, then guides and supporters. In other words, teachers’ support and guidance for children should be based on their observation and understanding of children. For children’s peer conflict, teachers should first observe and wait to give children their own time and space to solve the conflict. When teachers guide children to solve conflicts, the first thing to do is to observe and analyze, observe the causes and process of conflict, analyze their behavior based on children’s personality, and then judge whether intervention is needed. At the same time, according to the theory of personality, we can divide children into four characteristics, including: introvert-passive, introvert-active, extrovert-passive and extrovert-active.

4. 3 Setting reward mechanism to encourage children with more aggressive behaviors to avoid conflict behaviors correctly

In the case of large classes, there are individual children with more aggressive behaviors in each class. Such children often have conscious destruction and provocation, and actively cause conflicts. Teachers can adopt two-way education strategy to regulate their behavior, actively strengthen their positive behavior, and negatively strengthen their negative behavior. Taking vouchers as an example, when children can effectively control conflict behavior, teachers give positive encouragement and reward a sticker or voucher. When inappropriate behavior occurs, teachers reduce criticism and give more opportunities for correction. At the same time, the integral system can be used to enable children to obtain voucher points through positive performance, and to achieve a certain point can be converted to the corresponding small gifts, which can also achieve reinforcement support.

4. 4 Set up picture book theme intervention mechanism to improve children’s social cognitive ability

Psychological research shows that the cultivation of
children’s transposition thinking ability is a method to help children effectively deal with interpersonal problems. Therefore, teachers can combine theme activities and set up peer conflict intervention mechanism to improve children’s social communication skills. In the appropriate empathy training, teachers can gradually realize ‘de-self-centered’ to increase the use of positive strategies, and improve children’s ability to solve peer conflicts and promote their social development [4]. Children in small classes can not deal with conflicts well, mainly because of self-centered consciousness is too strong, do not know how to communicate with peers, do not want to communicate with peers. According to this feature, it can be sorted into the following dimensions: weak social etiquette, insufficient social initiative, insufficient pro-social behavior, and psychological barriers. Therefore, teachers can carry out picture book theme activities according to these dimensions, so as to improve children’s social cognitive ability and promote the development of their social communication ability.

4.5 Situational games to reproduce conflict and improve children’s peer conflict resolution

The reason why children in small classes have high frequency of neutral and negative results in conflict resolution is that children lack experience and do not know how to better solve conflicts. Therefore, based on the observation of class children, teachers can establish guidance courses on how to solve conflicts, stimulate children’s interest in participation through various thematic activities, and inspire children to think about how to better deal with conflicts, so as to arrive at more effective solutions. For example, with small animals of interest to children as the protagonist, based on the real events observed by teachers, the design of situational small games, so that conflicts reappear in the game story, let children expand their thinking in the game, fully express and share their ideas, so that conflict resolution is full of interest.

4.6 Friendly cooperation between homes and homes to build a good living environment

Family, kindergarten and community together constitute the first living environment of early childhood. In addition to kindergarten teachers, parents are also indispensable mentors in children’s lives. Parents’ words and deeds have a subtle influence on children’s personality and indirectly affect the way children solve conflicts. Therefore, the cultivation of children’s conflict resolution strategies needs the joint efforts of families and kindergartens. First of all, strengthen home communication, help parents to establish a correct concept of conflict, improve parents’ understanding of children’s peer conflict, and how to deal with children and peer conflict. Secondly, guide parents to reflect on their own parenting style, whether it has played an example role for children. At the same time to create an authoritative democratic family atmosphere, so that children can also understand the principle of activity from the family love. It has a positive impact on the healthy development of children’s sociality.

REFERENCES
On The Formation Mechanism and Construction of Corporate Culture

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Abstract: Corporate culture can play a promotional role and is an important way to ensure the stability of business operations. It can not only enhance competitiveness in the market, but also use its own advantages to promote sustainable development of the company. Companies can only follow a multi-faceted development direction, strengthen the formation mechanism that focuses on corporate culture, quickly improve corporate culture construction, and greatly increase corporate economic benefits. This article attaches great importance to the elaboration of corporate culture, in-depth analysis of its formation mechanism and construction, and provides important references for practitioners.

Keywords: Corporate Culture; Formation Mechanism; Construction

1. INTRODUCTION

Corporate culture is the main development driving force for companies to obtain many benefits. At the same time, corporate culture is directly related to many elements of the company, providing effective help for the sustainable development of the company. Specifically, corporate culture is of great significance in corporate development, guiding companies to move in the correct development direction, increasing the construction of corporate culture, and providing effective guarantees for the stable development of companies.

2. CORPORATE CULTURE

Corporate culture is an organizational form that forms a unique cultural image mainly through corporate values, ideas, forms, and solutions. The corporate culture will present the spiritual characteristics and material state of the enterprise in the operating and management environment. Corporate culture specifically covers cultural ideas, values, corporate spirit, moral boundaries, behavior, and related systems, and puts corporate value in the first place in corporate culture. When an enterprise is in the actual development process, the corporate culture is the core element of the stable development of the enterprise, which effectively promotes the development [1]. At the same time, the connotation of the enterprise is of great significance to the development of the enterprise. The main connotation of the corporate culture does not represent all the cultural content within the enterprise, but actually covers the value concept displayed by the enterprise and all personnel in the operation and production activities. Since the corporate value concept will involve a lot of content, it is mainly to use the staff value concept as the basic element to show people-oriented work standards and accomplishments, and it can also present a harmonious state in the corporate operating environment.

3. THE FORMATION MECHANISM OF CORPORATE CULTURE

3.1 Corporate culture is the core of corporate survival and development

With the rapid development and changes of the social economy, the market economy environment has also undergone large-scale adjustments, which has provided many companies with opportunities while also facing many challenges. Under this circumstance, many companies have begun to pay more attention to corporate culture, so that the gap in their mutual strength has become more and more obvious. Analyzing a company from a competitive perspective, compared to a company with a good corporate culture, it will gain the upper hand in the market, and a lot of energy and time will be invested in personnel training and its own stable development, which truly reflects the thinking and professional quality of employees. In order to achieve sustainable development, the company is aware of the importance and influence of a complete corporate culture, effectively enhances its competitiveness, better establishes a good image, adjusts and optimizes staff thinking and mentality, and wins the trust and support of many employees.

3.2 Some employees’ ideology builds corporate culture

The initial state of corporate culture mainly comes from the enthusiasm and enthusiasm of a few people. In the actual development process of an enterprise, some personnel are extremely susceptible to interference from external factors, causing conflicts in each personnel or department, but only a few personnel can understand and dig out the true meaning through the surface, and quickly find out how and how to deal with customer needs. The best way to solve the problem, this kind of thinking has thus become the most fundamental source of corporate culture. At the same time, there will be positive recommendations and independent cultural ideas, which will bring many economic benefits to the company and some employees. For this corporate culture model to be widely used in the company, it has won the unanimous recognition of many companies, and finally a fixed mechanism will be formed and become the development of corporate culture. The basic elements and key content.

In the implementation process, most people will express obedience and make it the core concept of corporate culture. However, as the company gradually improves, employees’ thinking will also undergo many changes, forming a complete corporate culture system, showing the direction of the company at different stages. And conditions, showing the complete vision and value concept of enterprise personnel [2].

ACADEMIC PUBLISHING HOUSE
4. CORPORATE CULTURE CONSTRUCTION

4.1 Establish corporate image and credibility
Enterprises must establish a complete reputation and image in the future development process, and play a role in promoting the future development of the enterprise. A good corporate image and reputation is the main way for a company to compete in the market, and it has become the core spirit of the future development of the company. It builds the correct concept and direction for the company’s employees, and at the same time exerts its own application value in the work, which reflects the unique cultural spirit and characteristics of the company. Enterprise development provides a lot of room for development. Therefore, for the enterprise itself, suitable methods can be appropriately selected to reflect the unique reputation and image of the enterprise. For example, in the training and ideological education activities of the staff, the company combines corporate culture to improve work efficiency and skills, reflects the spirit of corporate culture through daily work status, and guides corporate staff to have the development trend of common progress and joint efforts. Maintaining a cooperative relationship of mutual communication and mutual assistance at work provides a lot of help for the development of the enterprise, thus showing the good cultural reputation and image of the enterprise.

4.2 Building a corporate culture of credit and innovation
The main content of corporate culture construction is to focus on the spirit of innovation. The stable development of an enterprise must have a sufficient spirit of innovation, strengthen innovation and enhance its competitiveness, and at the same time need to achieve innovation capabilities in terms of enterprise management, efficiency, and self-value. Therefore, companies must improve their innovation capabilities based on their own culture and related methods, and plan a reasonable direction for the company's future development. On the one hand, scientifically constructing good corporate credit, whether in operation or in production activities, can have good credit, which will help the enterprise to have a positive effect in its development. On the other hand, in order to achieve long-term development, companies must arrange for relevant personnel to learn new management knowledge, technical research methods, and reasonable marketing models, and continuously improve their abilities during the learning process. The company implements effective management based on the relevant knowledge learned by employees Model, through the development of many new products through relevant innovative spirit and innovative knowledge, which effectively demonstrates the innovative spirit of the enterprise, enhances the innovation ability of staff, and better obtains many economic benefits [3].

4.3 Improve the professionalism and skills of staff
Companies must abide by the people-oriented work principle, strengthen and improve the professional quality and skills of staff, and use it as a key method of corporate culture construction. When the company has a good working atmosphere, the ability of the staff can be explored through training and work methods to improve the professionalism of the staff. From the analysis of the actual situation, first of all, the company will adopt human resource management work, combined with the current situation of the company to grasp all the qualities and conditions of the company, and lay the foundation for future work. Secondly, in the development process of the company, it is necessary to conduct ideological education, learning and training for the staff, and arrange for professionals to explain the basic content such as corporate culture and development concepts in depth, so that the staff can fully understand and master the relevant content of the company and grasp the corporate culture. Knowledge is fully applied to their own work, effectively improving the efficiency and quality of staff, promoting the gradual growth of the development level of the enterprise, and gaining more development conditions for the enterprise, thus reflecting the value and significance of corporate culture education and training.

5. CONCLUSION
Corporate culture is a guiding element for the stable development of a company, which can play a role in promoting the competitive market, lay a good foundation for the sustainable development of the company, help the construction of corporate culture continue to accelerate, scientifically form a new corporate culture mechanism, and at the same time improve internal personnel Work efficiency and quality provide more guarantee for the sustainable development of the company.

REFERENCES
Practice and Thinking on Higher Vocational textbook Development Based on School-Enterprise Cooperation

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Abstract: Combined with the actual situation, in the stage of higher vocational education, the development of teaching materials can effectively carry out an important basis. In the current society, the development of higher vocational education is mainly to provide more application-oriented and professional talents to the society. Therefore, when higher vocational colleges carry out the textbook development work, higher vocational colleges need to further ensure the practicability of their own teaching materials on the basis of the implementation of the school-enterprise cooperation concept. Based on this, this paper conducts in-depth exploration of higher vocational textbooks under school-enterprise cooperation, and hope to help the development of relevant work.

Key words: School-Enterprise Cooperation; Higher Vocational Textbooks; Development

1. THE SIGNIFICANCE OF SCHOOL-ENTERPRISE COOPERATION IN DEVELOPING TEACHING MATERIALS

As an important basis for the teaching work of higher vocational colleges, the teaching material's guiding role for students should not be ignored. However, from the actual situation of the use of textbooks in higher vocational colleges in China at the present stage, most of the textbooks in higher vocational colleges are written by school teachers, which makes their textbooks often pay too much attention to classroom teaching, leading to the serious lack of practical nature of such textbooks in the practical application. Secondly, higher vocational teachers have very rich experience in professional teaching, but there are very obvious deficiencies in their practical ability. Such deficiencies cause them to usually ignore the practicality of the textbook when developing teaching materials.

From the perspective of school-enterprise cooperation, higher vocational colleges can further improve the practicability of their own textbook development through communication with cooperative enterprises, so as to effectively avoid such negative problems as being inconsistent between theory and practice, and further ensure that students can meet the social needs of professional talents. In the process of social economic development in China, the development of enterprise dependence on professional talents is more obvious, therefore, higher vocational colleges through cooperation enterprises can effectively improve higher vocational teaching material professional and practical and practical ability, high professional level of applied talents, and in the quality of higher vocational colleges for the healthy development of China's social and economic system to lay a more solid foundation.

2. PROBLEMS EXISTING IN THE DEVELOPMENT PRACTICE OF HIGHER VOCATIONAL TEXTBOOKS IN CHINA

2.1 Textbook development mechanism is missing

Combined to the actual situation, in the process of continuous development of China's social and economic system, the development speed of higher vocational colleges has been continuously improved. Under this background, the value of textbook development in higher vocational colleges has been continuously improved. However, in the current society, due to the lack of teaching material development mechanism in higher vocational colleges, its textbook content can not follow the pace of social development, which finally seriously affects the overall efficiency and quality of teaching activities in higher vocational colleges. Secondly, some higher vocational colleges in order to effectively improve their practicability and professional, often through the way of undergraduate teaching materials to carry out related teaching activities, but, higher vocational education is to provide professional, applied comprehensive talents, and blindly adopt undergraduate teaching materials will lead to higher vocational teaching work gradually lose pertinence and applied, such problems eventually lead to the vocational teaching material development practice is difficult to meet the practical needs of modern society for higher vocational colleges.

2.2 The textbook is updated slowly

In the current society, if higher vocational colleges want to send more and higher quality comprehensive application talents for the society on the basis of the pace of The Times development and through the development of timely update their teaching material content, in order to ensure that their own education work can always meet the social needs of professionals for higher vocational colleges. However, combined with the actual situation, most higher vocational colleges textbook development work is often limited to theoretical knowledge writing, leading to this kind of teaching materials in the serious lack of practical use, coupled with the teaching material development cycle is longer, teaching material update slow students in professional course learning activities is difficult to obtain good learning effect.

3. TEXTBOOK DEVELOPMENT PRACTICE AND
THINKING IN HIGHER VOCATIONAL COLLEGES BASED ON SCHOOL-ENTERPRISE COOPERATION

3.1 Textbook and the actual situation of enterprises for scientific integration

From the perspective of school-enterprise cooperation, when carrying out the development of teaching materials, it is first necessary to ensure the professionalism of their own textbook compilation content, so that the textbooks developed by ourselves can fully meet the actual needs of the cooperative enterprises. Therefore, higher vocational colleges also need to effectively improve the pertinence of their own relevant professional textbook development on the basis of in-depth analysis of the development model and business scope of the cooperative enterprises. Second, the teaching material developers of higher vocational colleges also need to conduct in-depth communication activities with the enterprise, and in the enterprise head work experience organically integrated into higher vocational teaching materials at the same time, to further ensure the applicability of their teaching materials, so that students can on the basis of the teaching material to obtain a more comprehensive professional practice experience. Such as, part of the cooperation with sales enterprises of higher vocational colleges in teaching material development work, invite enterprise internal professional staff to reasonably participate in the textbook writing work, and sales enterprise staff sales work experience, skills organically integrated into the professional curriculum, so that the professional theoretical knowledge and scientific experience at the same time, more effectively improve the students' professional ability level, and then make it can really develop into an applied professional[2].

3.2 Improve the content system of teaching materials

Compared with the purpose of education work in undergraduate colleges, the main purpose of education work in higher vocational colleges is to ensure that students can apply their knowledge to practical work after participating in the work. Therefore, higher vocational colleges in teaching material development work, its need on the basis of the thorough analysis of the teaching characteristics of higher vocational colleges, the content in the process of practical ability, and through the process of organic integration of professional theoretical knowledge and practical skills, promote students can really become applied professional and technical personnel. Generally, higher vocational colleges should involve professional knowledge, professional technical requirements and practical operation ability, and other content, higher vocational colleges under the perspective of school-enterprise cooperation development, need to connect these content science, and in the process of improving coordination between professional teaching content to ensure that students can use professional teaching system to learn professional knowledge, so that it can enter the enterprise can have good practical ability, and then more comprehensive meet the enterprise cooperation the ultimate goal of this development model. In addition, when the higher vocational colleges carry out the teaching material development work, they also need to comprehensively collect the new theories and new technologies of the related majors, so as to provide new elements for the professional teaching materials, effectively improve the students' learning enthusiasm, and ensure that they can meet the actual needs of the industry development when entering the enterprise work[3].

4. CONCLUSION

To sum up, in the current society, the application of school-enterprise cooperation mode for the enterprise and vocational college development has the important value, so higher vocational colleges need to improve under the perspective of school-enterprise cooperation work professional and systematic, thus through the application of such teaching materials in fully meet the actual needs of enterprises for application professionals at the same time, the comprehensive development goal for students to achieve a solid foundation.

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Discussion on the Co construction and sharing of Library Document Information Resources

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Abstract: With the development of society, people's living standards are also improving. While the material life is met, they are also constantly pursuing the needs of spiritual culture, which makes people's demand for cultural information increase sharply. With the progress of science and technology, information technology has been widely used, constantly changing people's production and lifestyle, and also changing the way and way people receive information. As an important place for information acquisition, the library can not meet people's digital reading methods in the process of information development, which reduces the market competitiveness of the library. Therefore, in order to effectively enhance the market vitality of the library and promote the sustainable development of the library, it is necessary to digitally share the graphic information resources of the library. Only in this way can we meet people's information needs, continuously improve the market influence of the library and better serve the people. This paper discusses the co construction and sharing of Library Document Information Resources in detail, so as to promote the development of library document information resources co construction and sharing.

Key words: Library; Literature information; Co construction and sharing; Problems; Discuss

1. PROMOTE THE PUBLICITY OF "CO CONSTRUCTION AND SHARING" AND ESTABLISH CORRECT IDEAS

In China, the development of libraries depends on the way of borrowing and selling books, which has certain spatial limitations. With the proposal of the slogan of co construction and sharing of library literature and information resources, many library managers can not effectively change the original working ideas and methods, and do not think that co construction and sharing of information resources can play a positive role in the development of libraries. This old thinking concept has seriously hindered the development of the library. This requires relevant departments to strengthen the awareness of co construction and sharing of library managers, change the management concept of library managers through lectures, training and publicity, change the traditional working mode, change to an active and service-oriented mode, and constantly innovate the working methods of managers. To ensure the co construction and sharing of library document information resources, managers should actively learn and use advanced information technology, show people the library document information resources through the network, expand people's access to library document information resources, and constantly improve people's reading experience, Make the library better serve the development of society.

2. SPECIFIC MEASURES FOR CO CONSTRUCTION AND SHARING OF LIBRARY LITERATURE AND INFORMATION RESOURCES

In the past, the operation of the library mainly relied on traditional ideas and models. In order to realize the co construction and sharing of library information resources, it is necessary to change the previous traditional ideas and working methods, establish a shared resource information platform, and adhere to the two-step strategy of online and offline. Offline, we should reasonably purchase books, ensure the basic operation of the library and meet the reading needs of different people. Online, we should realize the informatization of library resources, integrate the library's document resources, improve the timeliness and practicability of document information resources, and give better play to the advantages of Library Document Information Resources. It also reduces the labor cost and procurement cost of the library to a certain extent.

To realize the co construction and sharing of library information resources, we need to start from the following three aspects. First, strengthen the cooperation between libraries, improve people's reading convenience through unified operation, so that people can confirm the reading of major libraries by borrowing from any library, so as to improve readers' reading feeling. Second, each library can carry out periodical subscription through cooperation, so as to improve the quality and efficiency of library book subscription. This cooperation can also reduce the subscription cost, increase the circulation of periodicals and avoid unsalable phenomenon [1]. Third, digitize all kinds of literature and information resources in the library, establish and improve the information database, so that people can search the literature resources according to the actual needs, so as to improve the timeliness of people's access to information resources. With the development of the information age, people's reading habits are changing. They no longer focus on paper reading, but on digital reading. This change also continues to urge the library to strengthen the electronization of document resources. This electronic document resources can be presented in various ways, with large storage, reproducibility, diversity. The characteristics of timeliness can be consulted by different readers at the same time, which breaks the time and space limitations of traditional library document information resources and improves the use efficiency of document information resources.

3. PROMOTE THE STANDARDIZATION AND UNIFICATION OF LITERATURE WORK AND LAY A GOOD FOUNDATION FOR THE CO
In the co-construction and sharing of library document information resources, in order to improve the quality and efficiency of document information resources sharing, it is necessary to ensure the openness of library information system, and the operation of the system should be compatible with all kinds of document information resources, so as to ensure the scientificity and effectiveness of document information resources communication. Therefore, in the actual co-construction and sharing of library information resources, we should strengthen the construction of the library, make the work of the library strictly follow the relevant national requirements, and ensure the standardization and standardization of library information collection, sorting, division and input, so as to ensure the communication efficiency of Library Document Information resources in the information network. Improve people's digital reading efficiency [2]. At present, the informatization level of China's libraries is continuously enhanced, and the document work content of many libraries has realized intelligent control, but this automatic control is often realized by different management software, which makes the business management between libraries unable to accommodate each other, and reduces the application efficiency of library informatization network technology. The use of computers can effectively improve the utilization and management efficiency of document management, but there is a large gap between various library information systems, which can not effectively share document information resources.

4. ESTABLISH A LEGAL GUARANTEE SYSTEM FOR THE CO-CONSTRUCTION AND SHARING OF LIBRARY LITERATURE AND INFORMATION RESOURCES

In the co-construction and sharing of library document and information resources, the joint participation of different industries is needed to build a perfect and systematic platform for co-construction and sharing of library document and information resources. At the same time, in order to effectively implement the responsibilities of various industries and safeguard the economic interests of different industries, it is necessary to formulate a perfect legal guarantee system for co-construction and sharing of library document and information resources. In order to restrict the business behavior of each industry and safeguard the economic interests of each industry. Based on this, China has also issued the corresponding library law to escort the development of the library industry, and issued corresponding support policies and schemes based on the law, which has improved the awareness of library literature and information resources co-construction and sharing of relevant staff and improved the social status of information resources co-construction and sharing. It ensures the reform funds for the co-construction and sharing of library literature and information resources, so as to effectively promote the construction and development of the co-construction and sharing system of information resources [3]. At the same time, in order to improve the efficiency of information co-construction and sharing, we should standardize the operation process and formulate corresponding plans, so as to solve emergencies and ensure the healthy development of the co-construction and sharing system of library literature and information resources.

5. CONCLUSION

To sum up, the development of Libraries in China is facing great challenges under the background of the information age, which requires libraries to actively introduce advanced information technology and build a Library Document Information Resource Co-construction and sharing system to improve the operation quality of libraries, provide people with convenient and efficient reading methods and improve people's reading experience, constantly improve and optimize the information co-construction and sharing guarantee system to ensure the sustainable development of the library document information resources co-construction and sharing system.

REFERENCE

Higher Vocational Logistics Management Teaching Research from The Perspective of Situational Teaching Theory

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Abstract: With the promotion of our country’s economy, we have promoted a close connection between our country’s market and the international market. Using the changes in the international market to improve the efficiency of my country’s logistics development will help the higher vocational logistics management teaching to continuously improve and improve the method and scale. As a result, there have been new changes in the training of students. Logistics management is one of the basic education courses of higher vocational teaching. Teachers must choose appropriate education methods and models in order to make useful contributions to the sustainable development of society and the country. Therefore, from the perspective of situational teaching theory, it focuses on the introduction of higher vocational logistics management teaching methods to obtain effective value and provide a reference for future higher vocational logistics management teaching.

Keywords: Situational Teaching Theory; Higher Vocational Colleges; Logistics Management

1. BASIC CONTENT OF SITUATIONAL TEACHING
The situational teaching standard is mainly based on the environment setting to stimulate the initiative and interest of students, so as to realize the expected teaching setting standard, which specifically includes the following methods: First, teachers can create a living atmosphere and use the scenes that can be seen in life. Teachers can help students quickly integrate into it through careful explanations or practical exercises, and discover its own meaning and nature [1]. Secondly, use the way of physical evolution, with the help of planned application items, and combine with the current environment to provide students with space and conditions for the development of innovative thinking; in addition, with the help of pictures or videos, they can show the expected scene, plus music, The use of can adjust the current situation, introduce students into the planning environment with the help of the set music melody, and improve the quality and level of teaching. Through the way of performance, you can deeply experience the atmosphere, change your thoughts and emotions, and attract more students to join the current situation and feel the new situation. Finally, using language narration, the teacher describes the situation through vivid language expressions, which arouses the curiosity of students, and deeply understands the content and actual meaning of expression.

2. APPROACHES IN HIGHER VOCATIONAL LOGISTICS MANAGEMENT TEACHING FROM THE PERSPECTIVE OF SITUATIONAL TEACHING THEORY
2.1 Adjust the relationship between traditional teaching and situational teaching
Traditional higher vocational logistics management teaching mainly learns theoretical knowledge according to teachers’ thinking and planning goals, and promotes students to fully grasp professional knowledge and master the in-depth content and nature of their profession. However, for the higher vocational logistics management teaching method from the perspective of situational teaching theory, students are regarded as the key objects of higher vocational education and teaching, always paying attention and paying attention to the problems and opinions raised by students, and using the initiative to construct logistics management scenarios, or daily life. The situational approach increases the training and improvement of students’ practical level. Although there are obvious differences in actual comparisons, there are many similarities in essence. They all rely on the combination of classroom and situation to complete actual teaching. In the process of national logistics simulation practice exercises, there are strict requirements for the working atmosphere of logistics management, and certain planning standards for student training will also be used as a way of displaying empirical professional knowledge. After the logistics management simulation training is completed normally, teachers need to consolidate and improve the logistics management knowledge in the classroom again. Under this continuous cycle state, automatically build a high-quality learning reflection system to ensure that students fully grasp the knowledge while being effective. Improve your own practical ability.

2.2 Different scenarios of teaching mode to improve the level of logistics management
2.2.1 Innovative situational teaching practice teaching platform
Establish a teaching team as the main part. According to the professional management level of logistics management, higher vocational logistics management practices include inbound management, outbound management and outbound management. During the ongoing process, it specifically includes orders, picking, accessories and other links, and the tasks are fully implemented to reflect the key points. At the same time, according to the acceptable situation and employment needs of the students, carefully setting the situational work will help the students to quickly integrate into the case situation and improve their own abilities in practice.
2.2.2 Actively assist and cooperate with schools and enterprises
In order to improve students' practical ability, higher vocational education must have a warehouse simulation room, a national logistics single number verification simulation room and other situational teaching atmosphere, which helps students to integrate knowledge with each other in practice. At the same time, on the basis of cultivating students' practical ability, higher vocational education also needs to quote external teaching materials, use school-enterprise cooperation methods to better achieve good cooperative relations with logistics companies, actively learn order teaching, and combine practical teaching with theoretical knowledge content. To build a unified informationized teaching platform, to drive students to play their own learning knowledge in the internship, deepen their understanding of logistics management teaching knowledge, so as to achieve the logistics management teaching planning goal [2].

3. THE APPLICATION OF SITUATIONAL TEACHING THEORY IN THE CONSTRUCTION OF LOGISTICS MANAGEMENT SPECIALTY IN HIGHER VOCATIONAL EDUCATION
3.1 Set up scenario courses for logistics management activities to improve the quality of logistics management teaching
In the course of teaching logistics management courses for students, the use of self-organized logistics management or combined with life situations to strengthen the training of students' practical ability. After the students are qualified in their learning knowledge, the school can provide students with practical conditions for logistics management to further cultivate and improve students' practical ability. For the National Logistics Simulation Center, the practice of logistics management mainly adopts a repetitive training mode, which effectively proves the students' knowledge mastery, and reconsolidates knowledge after completing and the content of logistics management practice. After many repetitions, it constitutes a knowledge feedback system. To improve the efficiency and quality of students' knowledge mastery, and quickly enhance students' practical ability, so as to meet the requirements of social comprehensive talents.

3.2 Building a logistics professional qualification certification system
In foreign countries, logistics management education has established a logistics management certification system, which must be approved by the logistics management system during use. Therefore, my country must have standardized characteristics in logistics management education for students, always pay attention to the changes in the review mode, and comprehensively improve the practice level of logistics management personnel. After passing the relevant certification levels, there will be corresponding logistics situation management problems in each link. In practice, students must always pay attention to the characteristics and conditions of logistics management scenarios, and conduct an orderly assessment according to the requirements of logistics practice, so as to meet the social logistics management assessment standards, which will help logistics management scenario teaching to be more widely used.

3.3 Scientifically cite the third-party industry evaluation and assessment system
When higher vocational colleges use high-quality teaching methods to improve students' practical ability in the process of implementing teaching activities, especially for the logistics management professional course teaching of international vocational colleges, they have begun to actively use third-party teaching industry to practice logistics management courses. Conduct guidance and evaluation, including logistics companies as third-party representatives. In the development of logistics enterprises, the focus is on market demand and managerial conditions, and timely improvement and adjustment of logistics management courses will help the logistics management courses of higher vocational colleges and the needs of logistics enterprises to form a unified, with the help of logistics enterprises to comprehensively evaluate higher vocational logistics management. The quality of practical teaching, through relevant management measures and practical actions, promotes higher vocational education to invest more energy and cost in student training, and the integration of third parties can fundamentally deal with the problems of logistics management theory teaching and practical teaching, and minimize the gap in social needs [3].

4. CONCLUSION
Nowadays, the theory of situational teaching is becoming more and more perfect in my country's education industry, which greatly improves the comprehensive quality of students. At the same time, logistics management majors in higher vocational colleges have also begun to use this teaching mode to promote the integration of logistics management theoretical knowledge and practical skills, enrich students' professional knowledge, but also enhance students' practical ability and level, and guide students to achieve comprehensive development, so as to meet the requirements of socially skilled talents.

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Conflict And Management of Marketing Channels

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Abstract: For an enterprise, the ultimate goal of its production and operation is to make a profit, and if relevant enterprises want to obtain more economic benefits by reducing the cost of production and operation, they should strengthen their emphasis on marketing. In the process of business development, many small and medium-sized enterprises lack a correct understanding of marketing, and do not pay much attention to marketing. This has led to certain conflicts in marketing and ultimately damages the economic interests of the enterprise. In the face of this situation, relevant companies must have a comprehensive and in-depth understanding of marketing, and they must take appropriate measures to expand marketing channels in accordance with the actual situation, and do appropriate management work to reduce marketing conflicts.

Keywords: Marketing Channel; Conflict; Management

1. INTRODUCTION

If the company has a complete marketing channel, it can achieve the company’s expected profit target and promote the company’s long-term development. However, some companies have not realized the important role of marketing channels, and have not dealt with the various interest relationships in the marketing channels, so that the marketing channels have a certain degree of conflict, which will affect the profit and development of the company. Cause a negative impact. Based on this, relevant companies should increase their emphasis on marketing channels, clarify their own production and operation needs, increase the management of marketing channels, reduce various conflicts, and improve the business effect of the company. Obtain higher economic benefits.

2. CONFLICT ANALYSIS OF MARKETING CHANNELS

2.1 Conflict analysis of cross-selling channels

At this stage, the application range of network information technology is very wide, and it has also been widely used in marketing. This has also changed the marketing model, increasing marketing opportunities, and also making marketing face certain Challenge. Network information technology has caused crossover of marketing channels, which has also led to multi-channel conflicts of interest. Although the increase in marketing channels and methods can help companies obtain more economic benefits, some companies have not rationalized their marketing channels. The distribution and application ultimately resulted in a conflict of interest [1].

2.2 Conflict analysis of horizontal sales channels

When carrying out marketing work, there is still a conflict of horizontal channels. From a practical point of view, when relevant companies apply a unified marketing model, sales staff in different internal marketing channels will pay attention to their own interests. Under this circumstance, they will compete with each other in order to protect their own interests, and may even cause larger contradictions. If the contradiction and conflict cannot be effectively resolved, then in a specific market, the relevant sales work The competition among personnel will worsen and ultimately affect the economic interests of the enterprise itself.

2.3 Conflict analysis of vertical sales channels

When relevant companies apply the same type of sales channels, they will also cause certain conflicts of interest between distributors of different sales levels. For example, on the network marketing platform, they will sell the same sales in the same time period as the physical store. For various types of corporate products, if the benefits obtained on the network marketing platform are higher than those of physical stores, then the sellers of the network sales channel can apply to the relevant companies for a lower purchase price than before, and then obtain more economic profits. However, this situation will cause the marketers of the physical store to suffer unfair treatment, which will cause conflicts between the two and cause conflicts of interests, which will also have a certain impact on the business development of the company [2].

3. MANAGEMENT MEASURES FOR MARKETING CHANNELS

3.1 Make a good marketing plan

When relevant companies conduct marketing, they should arrange for professional marketing leaders to conduct in-depth analysis of different marketing activities, enrich their activity forms and content, and apply them to marketing activities in a reasonable manner to promote The activity can be carried out smoothly. Before launching marketing work, the relevant person in charge should comprehensively consider a variety of influencing factors, and also have a comprehensive grasp of the content and objectives of the relevant marketing model, and make reasonable plans for online and offline marketing, so that both Able to maintain consistency in time and space. In addition, relevant companies should also train relevant sales personnel in combination with corresponding marketing activities, so that the content and objectives of the marketing activities should be clarified. During the training process, they should also explain the marketing theory knowledge and skills, so that the sales staff’s business Ability can be improved and the overall sales level of the company can be enhanced. On this basis, a diversified marketing body can also be constructed to realize the scientific planning and application of
marketing channels, so that the conflicts of the company's marketing channels can be reduced.

3.2 Strengthen cooperation between enterprises and distributors
When relevant companies are expanding the sales market, if they want to occupy a large market share in a short period of time, they must make a scientific selection of cooperative distributors, and at the same time, they should sign corresponding agreements with them to form a marketing consensus. It can strengthen the cooperation between the enterprise and the distributor, and can also realize the reasonable distribution of benefits with the help of the agreement, and effectively manage and restrain the two parties to avoid conflicts of economic interests, and the distributor can also be in the marketing work of the enterprise. Provide maximum support and cooperate with enterprises. Lin Wuxing, on the basis of win-win cooperation, distributors can pass the latest market information collected to relevant companies in a timely manner, and then provide a reliable reference basis for companies to formulate marketing strategies. Improvements can play a positive role. In this state of positive interaction, the cooperative relationship between related companies and distributors will also be effectively strengthened, which is extremely beneficial to the development of both parties. The market information provided by the distributors can help companies to determine the price and marketing of products. Make timely and reasonable adjustments to the plan, so as to achieve the ultimate goal of marketing and improve the economic benefits of enterprises and distributors [3].

3.3 Choose the right partner
Vertical sales channels exist in traditional marketing work. For example, if there is a conflict between the supplier and the marketer between the superior and the subordinate, in this case, there will be a certain conflict of interest between the affiliates of other marketers. Condition. Therefore, relevant companies should pay attention to the choice of partners, formulate scientific sales strategies based on actual conditions, and strictly select suppliers and distributors. At the same time, they should also conduct scientific research on the two sales models of direct sales and distribution. Plan to protect your own interests. In addition, when selecting relevant retail partners, they should strictly review their own qualifications, and adopt appropriate methods to effectively alleviate conflicts of interest between different distributors, and promote those in the same camp. Distributors can collaborate and cooperate to reduce various conflicts, achieve mutual benefit and win-win results, and improve the effectiveness of marketing.

4. CONCLUSION
Marketing is an important factor that affects corporate profitability. In marketing channels, different companies will have more or less conflicts in price, inventory and other aspects. The big impact has damaged its economic interests. Therefore, relevant companies should formulate scientific and reasonable marketing strategies in accordance with their actual development in the specific business process to promote the full effect of marketing channels.

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Research on cultivating innovative talents in the Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract: Innovation is an important driving force to promote national development and economic level improvement. At the present stage, innovative talents training has become the key goal of teaching work in colleges and universities. Based on this, this paper first expounds the problems existing in the training of innovative talents in the Guangdong-Hong Kong-Macao Greater Bay Area, and puts forward relevant solutions.

Key words: Guangdong; Innovation; Talent Training

1. INTRODUCE
With the launch of the Outline of the Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, the desire to build a world-class Greater Bay Area has been put into action[1]. The goal of the Guangdong-Hong Kong-Macao Greater Bay Area is to become an international scientific and technological innovation center with global influence, which is inseparable from the work of innovative talents in universities in the Greater Bay Area. Therefore, the Guangdong-Hong Kong-Macao Greater Bay Area needs to undertake the important responsibility of cultivating innovative talents, face up to the deficiencies in the training of innovative talents, constantly deepen the reform of the talent training mode, and contribute to the construction of the Guangdong-Hong Kong-Macao Greater Bay Area.

2. PROBLEMS EXISTING IN THE TRAINING INNOVATIVE TALENTS IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

2.1 The target positioning of innovative talent training is not accurate
Although universities in the Guangdong-Hong Kong-Macao Greater Bay Area have made some achievements in the training of innovative talents, there are still some problems such as market demand and talent training and a serious shortage of innovative talents. At the present stage, some universities, promoted by the goal of building world-class universities or disciplines in the Guangdong-Hong Kong-Macao Greater Bay Area, continue to take the construction of ESI disciplines or ESI high-cited papers as the main orientation of running schools. At the same time, the "talent battle" caused by various regions to grab high-quality talents also has a certain induction to the target orientation of talent training in colleges and universities. However, because each university has different social functions, its own schools and discipline characteristics are different, once for the recent interests or complete short-term goals, and ignore the actual situation of the expansion and the construction, colleges and universities innovative talent training positioning is unclear, it is not conducive to the long-term training, cannot reflect the advantages and characteristics of colleges and universities.

2.2 The training of innovative talents is disconnected with social needs
At present, there is an obvious disconnection between the innovative talent models and teaching methods in some universities in the Guangdong-Hong Kong-Macao Greater Bay Area and the actual social demand. First of all, some colleges and universities neglect the cultivation of students' practical ability, especially the lack of interdisciplinary comprehensive ability training efforts, and the comprehensive quality of talents cultivated does not adapt to the needs of enterprises. Secondly, some teachers still adopt the traditional cramming teaching method in the training of innovative talents, and do not pay attention to the use of new teaching means such as cases and situations. The teaching mode is single and rigid, which greatly restricts students' learning enthusiasm and is not conducive to the cultivation of students' innovative thinking.

2.3 The training and evaluation system for innovative talents is not perfect
In the past, in the training of innovative talents in colleges and universities, their evaluation methods mainly took the standard form of final examination, students rote knowledge points to answer questions, and their understanding of knowledge was limited to the surface, which could not deeply analyze and solve open problems. Due to the rigid solidification of the evaluation system for a long time, the emergence of superficial learning concept, which is not conducive to the formation of students' imagination and innovation consciousness.

3. COUNTERMEASURES FOR TRAINING INNOVATIVE TALENTS IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

3.1 Change the concept of traditional innovative talent training
For Guangdong big bay area universities, in the process of cultivating innovative talents, need to realize and the key industry demand docking, needs to combine their professional characteristics and advantages, master Guangdong big bay area industry development and the actual demand of, accurately positioning professional development, vigorously promote professional and curriculum construction, innovative teaching form and way, improve teachers teaching ability and scientific research level, establish innovative thinking and concept
to educate students, guide and encourage students to combine innovation with local industry development\[2\]. At the same time, Guangdong big bay area each universities should establish deep cooperation mechanism, for Guangdong big bay area construction build common goal, set up Guangdong large bay area innovative talent education platform, the sharing of education resources, teaching information, education teaching, science and technology research and development, academic cooperation, complementary advantages, strengthen innovative talent training and Guangdong big bay area economic construction demand, maximize reflect Guangdong big bay area innovative talent knowledge system, skills and comprehensive literacy.

3.2 Establish a collaborative training mechanism for innovative talents

In the training of innovative talents in the Guangdong-Hong Kong-Macao Greater Bay Area, teachers should be good at taking various forms of teaching means, emphasize the main position of students in classroom teaching, and stimulate students to actively participate in the learning process. In addition to the basic basic knowledge teaching, practical skills training and other contents, teachers can also take case teaching methods and interactive teaching methods to increase the attractiveness of classroom teaching to students and enhance students' enthusiasm for learning. In the teaching process, we pay attention to problem-oriented, use case analysis, group cooperation, situational learning and other methods to cultivate students' teamwork spirit, and gradually enhance students' ability to think and solve problems independently. At the same time, universities in the Guangdong-Hong Kong-Macao Greater Bay Area should pay attention to optimizing all links of "industry, university-research administration" and strengthen the organic combination of theory and practice. As the Guangdong-Hong Kong-Macao Greater Bay Area has the resource advantages of the local science and technology industry, universities should take the initiative to establish cooperative relations with local enterprises, and jointly build relevant research and development bases and training rooms. Guide more college students deep enterprises and units of choose and employ persons internship, in practice to complete research projects or practical projects, strengthen the students' understanding of the knowledge and practical application cognition, improve the ability to apply knowledge to solve practical problems, so as to promote innovative talent training and industry education and achievement transformation of close link.

3.3 Build a diversified and innovative talent evaluation system

Past Guangdong big bay area of Guangdong colleges and universities in the training of innovative talents, for short-term teaching task completion or the pursuit of quick success, often take two single teaching evaluation method, usually the final examination results or paper published quantity as the basis of assessment, the curing talent evaluation system cannot fully evaluate the quality of innovative talent training. Therefore, Guangdong big bay area universities need to build diversified innovative talent evaluation system, closely follow the actual situation of Guangdong big bay area industry development and demand, will cultivate comprehensive innovative talents as the main teaching task, combining the strength of all aspects, promote the government, universities, enterprises and scientific research sites to build a comprehensive "industry administration" collaborative innovation mechanism. At the same time, colleges and universities in the Guangdong-Hong Kong-Macao Greater Bay Area should actively introduce third-party evaluation subjects, expand the status of third-party evaluation subjects in the evaluation system, form a training and evaluation system involving a wider range of innovative talents, and improve the training and evaluation standards of innovative talents.

4. CONCLUSION

To sum up, the strategy of the Guangdong-Hong Kong-Macao Greater Bay Area has seen a surging demand for innovative talents. However, at present, there are still problems in universities in the Guangdong-Hong Kong-Macao Greater Bay Area in the training of innovative talents and disconnection from social needs, which restrict the innovative development of the Greater Bay Area to a certain extent. Therefore, under the new era, Guangdong big bay area universities need to actively respond to the national strategy and construction needs, take the initiative to explore innovative talent training mode change, change the traditional talent training concept, build diversified evaluation system, establish collaborative training mechanism, improve the quality of innovative talent training, for Guangdong big bay area development solid foundation.

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Enterprise Culture and College Students' Employment Guidance from The Perspective of Combination of Industry and Learning

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Abstract: Although China's education continues to improve and develop, with the continuous increase in the number of college students, the employment problem of college students is still serious, which has risen from the initial "difficult employment and difficult employment" to "difficult to achieve high-quality employment". For this problem, college graduates should not only improve their literacy and professional knowledge, but also have a comprehensive understanding of the industry and expected employment fields. Looking at the application of college students in recent years, it is found that in the requirements of enterprises for candidates, "having a comprehensive understanding of corporate culture and corporate vision" has become more and more important. For students' understanding of corporate culture, except through the network, enterprise internship and other channels, school employment guidance is the most important and effective choice. However, according to the data of a survey on College Students' employment studied by the author, most or even up to 94% of college students do not have the willingness to take the initiative to understand the learning and information of corporate culture. As far as students are concerned, self orientation, development and the matching degree with corporate culture are essential for the improvement of future work ability, job satisfaction and future development prospects; For enterprises, the factors that must be considered when recruiting employees include whether the applicant's own conditions are suitable for the corporate culture, whether the candidate's participation can bring better development to the enterprise, etc. Therefore, new and higher requirements should be put forward for the employment guidance of the school. The school should also do a good job in the employment guidance of college students in combination with the corporate culture, so as to lay a good foundation for the employment and career problems of college students.

Key Words: Industry University; Combination Enterprise Culture; Employment Guidance

1. INTRODUCTION
Under the continuous influence of China's market opening, China's strength has been greatly improved, and a large number of enterprises appear in the Chinese market. However, if every enterprise wants to maintain vigorous vitality and long-term development, it must need the injection of new blood, and this new blood is the employment. However, at the annual job fair, college graduates with high professional level and certain advantages among countless employees can not find a job smoothly. Some people do not have a clear understanding of today's social situation and have some blindness in employment. Some people have a clear understanding of their employment direction, but do not apply for jobs and fail repeatedly, Just can't find a suitable job. However, the number of market demand is limited and college students can not clearly understand themselves, resulting in more and more obvious employment problems.

2. IMPORTANCE OF CORPORATE CULTURE
Today, with the continuous upgrading of technology, the comparison of strength between countries has shifted from "external competition" such as military economy to "internal competition" such as cultural quality. This is because any country wants to have its own influence in today's world pattern, it should not only have sufficient material living conditions, but also meet the spiritual world. This is already the case at the macro national level, and enterprises at the micro level are no exception. The culture of each enterprise is its "internal resource". At a recruitment activity called "looking for future Internet elites" held by Shanda network in Fudan, Ling Hai, senior vice president of Shanda network, asked the college students present two questions: "what are we doing?" "How many bills do we pay each year with electronic bank cards?" It seems that the two questions without any difficulty put the scene into an embarrassing atmosphere. Although some college students answered the first question, the answer was not satisfactory, and the second question left all candidates speechless. Subsequently, Ling Hai said that college students should have a comprehensive understanding of the enterprise before applying for a job. From this case, we can see the importance of understanding corporate culture for a job seeker. Then, how to understand corporate culture?

Generally speaking, corporate culture is the embodiment of leaders' code of conduct and management wisdom, the embodiment of employees' work task quality and the mapping of work behavior constraints. The existence of the enterprise is a necessary condition for the formation of the internal culture of the enterprise, and the construction of the enterprise culture will in turn serve as a driving force that can not be ignored to accelerate the progress of the enterprise, which can not only reflect all aspects of the enterprise, but also reflect the "internal influence" of the enterprise and the environmental atmosphere that affects the work of employees. As we all know, every group needs a leader, and the leading group in the enterprise is...
the key to the formation of corporate culture. Through the understanding of the leading group, we can have the best understanding and the most comprehensive understanding of the development, management, operation and all aspects of the enterprise.

3. BRIEF INTRODUCTION TO SOME CORPORATE CULTURE

China Datang Group's corporate culture with the theme of "concentric culture" strictly implements the management concept of "equal rights and responsibilities, efficient coordination"; The enterprise civilization of China Huaneng Group and "three color company" adheres to keeping pace with the times while absorbing advanced culture and technology; China Huadian Group, "meticulous, efficient and Surpassing" is the spiritual core of Huadian Group, which aims to strengthen the service concept of employees and improve their enthusiasm for work, so as to better serve the future development of the company.

In the Fortune Global 500 list released every year, there is a legend that Wal Mart once occupied the top spot for four consecutive years. Wal Mart has been far ahead in the industry in just over 40 years since its inception. The reason for such excellent results is that it attaches great importance to corporate culture. Wal Mart not only focuses on people-oriented, pays attention to the development of employees' own potential ability, emphasizes employees' work service attitude and concept and work identity, but also pays more attention to team spirit. Through a series of measures such as good communication atmosphere among employees and sharing information, Wal Mart closely unites the hearts of employees, and then forms a driving force for the development and growth of the enterprise.

Apple, which has been surprised by the situation, once suffered from market undervaluation. In the ten years after jobs took over, it stood at the peak again. Such development achievements are the best return for the internal culture established by apple. Apple attaches great importance to employees' development and innovation, as well as the cultivation of employees' job satisfaction, work service attitude and self innovation ability, that is, employees do not lie in quantity, but in quality, and employees need to be highly sensitive to the needs of customers in the market, and can constantly adjust the details and functions of products according to them, To ensure that the products can be at the forefront of the industry in terms of customer needs.

Amazon, along with Silicon Valley giants such as apple, Google and Microsoft, has finally become a leader in changing human life style with its unique corporate culture. "Customer first" is the purpose of its corporate culture, that is, to meet the three basic needs of customers to a greater extent - "lower price, faster delivery speed and more and faster choices". In addition, "Frugality" is also a bright feature of Amazon's corporate culture. Amazon even set up a "door table Award" to reward employees who save costs for the company.

4. IMPORTANCE OF SCHOOL EMPLOYMENT GUIDANCE

Interest is everyone's hidden tutor who keeps learning. However, many college students often ignore the role of interest in work when choosing a job. Of course, if everyone can't understand the culture of their chosen enterprise in advance, don't make full preparations, and don't combine their own interest with work, the problem of employment and job selection will become more serious. If people choose a stable job they don't like, their work enthusiasm, work efficiency and work ability can't be improved to a certain extent. They don't agree with their work at the beginning, complain about the enterprise later, and finally resent the unfairness of the society. If more and more people complain about society, it will lead to the continuous accumulation and stimulation of social contradictions, as Marx said, "people's complaints are the epitome of social contradictions". If these social contradictions are not handled properly, the consequences will be very serious. The severity of people's employment problem and dissatisfaction with work will not only affect people's happiness, but also lead to social contradictions between human beings and employment in the long run. With the development and progress of society, many enterprises pay more and more attention to employees' understanding of corporate culture. However, college students often make detours on the road of application because of their shallow experience and lack of experience caused by not entering the society. If the school can give guidance on their employment before they enter the society to find a suitable job, The purpose of this is to better improve their employment quality and job satisfaction, so as to reduce social contradictions and improve everyone's happiness.

5. INNOVATION OF SCHOOL EMPLOYMENT GUIDANCE AFTER INTRODUCING CORPORATE CULTURE FROM THE PERSPECTIVE OF COMBINATION OF INDUSTRY AND LEARNING

The university can continuously improve the employment guidance from the following aspects to solve the employment problem of college graduates.

5.1 the introduction of corporate culture can further improve the employment guidance course.

Before entering the society, college students' living environment is mainly campus environment. Although many people think that the university campus is a specious small society, there is a big gap between the university campus and the real society. In college life, some students may make mistakes like this or that, such as mistakes in a dress rehearsal and mistakes in writing activity planning, If the work report to teachers or students is not rigorous, these mistakes may have a certain impact on their college life. However, as long as they constantly correct and improve themselves, these mistakes will bring not impact but benefits, because these mistakes can be corrected on campus, but the consequences of making mistakes in society are fatal, It will not only affect their future career planning, but also make themselves lose further opportunities. Especially for some college students who have not participated in social practice, the disadvantages brought by their immature ideas will be obvious after entering the society. Such deficiencies will make college
students lack enthusiasm and consideration in their work. Therefore, in the course of employment guidance, the school should pay attention to the training of College Students’ thinking and ability to deal with affairs, so that college students can understand the potential risks and complex environment of the current society to a certain extent, and let college students know the cruelty of social competition and the difficulty of survival in advance, which will enable college students to choose suitable jobs more rationally. After college students have a more comprehensive understanding of corporate culture, corporate working environment and founding activities, they can have the most comprehensive and in-depth grasp of the quality and quantity of enterprise post needs. With these necessary foundations, they can use corporate culture to select their own enterprises and improve their own ability through corporate culture. Be familiar with the corporate culture, improve the interview pass rate and adapt to the corporate working atmosphere faster.

5.2 the introduction of corporate culture can promote the employment rate of college graduates.

The introduction of corporate culture can enable college students to find jobs with high satisfaction and happiness. Whether the evaluation of college graduates’ ability is consistent with the requirements of enterprises for talent ability, whether the self-positioning of college graduates is consistent with the needs of enterprises, whether the self-cognition of college graduates is consistent with the cultural concept of enterprises, and whether the degree of college graduates’ understanding of themselves is integrated with the internal value of enterprise culture, whether the enterprise can meet the expectations of college graduates for the working environment. When choosing an enterprise, college students can understand the enterprise culture they apply for through employment guidance or other relevant channels, carefully analyze whether their conditions and potential can produce a better matching relationship with the enterprise culture from a self perspective, and seriously understand whether their value can match the positions provided by the enterprise. Seriously consider whether the working atmosphere, working mode and work content of the enterprise can be consistent with their future career planning and promote their future career development. Only in this way can college students find excellent jobs to realize their self-worth and stimulate their potential.

The introduction of corporate culture can improve college students' professional theoretical quality and self-awareness. In the process of getting familiar with corporate culture, college graduates can not only understand the operation mechanism, working mode, working atmosphere and content of the enterprise, but also continuously compare with the work requirements of the enterprise in combination with their existing conditions, so as to develop their strengths and avoid their weaknesses. College graduates can inherit and carry forward the advantages that meet the needs of enterprises and corporate culture, and make them the cornerstone and ladder of enterprise development and self career development; For those strengths that are not closely related to the needs of enterprises and corporate culture, college graduates need to carefully analyze and consider them, make reasonable arrangements, and transform them into power and energy to improve their own ability and comprehensive quality through appropriate ways and channels; For the application requirements of enterprises that are their own weaknesses, college graduates should give full play to their due qualities as college students, think of appropriate solutions and more thoughtful solutions, seize the time, adjust and improve as soon as possible, strive to meet the relevant requirements of the enterprise and integrate into the enterprise as soon as possible, so as to give full play to their potential and energy.

The introduction of corporate culture can improve the interview pass rate of college students applying for enterprises. Although there are a lot of wonderful questions and questions different from conventional ideas, the essence is that the enterprise needs a talent who can make more contributions to the development of the enterprise, a talent who can complete the tasks assigned to him by the enterprise, and a talent who needs to be considered everywhere, And in some aspects, we need talents who do not abide by the old rules and can creatively complete the tasks of the enterprise. When an enterprise selects talents suitable for the development of the company among many employees, its basis is more derived from the corporate culture, because the business philosophy and work objectives of an enterprise have completely penetrated into the corporate culture, and the existence and development of the enterprise are inseparable from the existence of corporate culture. College students should understand that the interviewer of an enterprise represents the overall face of the enterprise, and the questions raised by the interviewer are a small embodiment of the enterprise culture. The enterprise culture is a symbol, symbol and totem of the enterprise, and the enterprise concept is also bred under the enterprise culture formed by it. Therefore, college students need to do a good job in the preparatory tasks and response plans before the enterprise interview, master the situation of the enterprise as much as possible, understand all aspects of the enterprise as much as possible, and deeply understand the operation mechanism of an enterprise. Only in this way can they stand in the same thinking with the interviewer and think about the questions raised by the interviewer during the interview, Only in this way can we understand the real intention of the questions raised by the enterprise interviewer and have better measures to deal with them. Each college student should not only let the interviewer understand that he chose this job after careful consideration, have high expectations and expectations for this job, and let the interviewer feel the sincerity of applying for a job, but also let the interviewer know that his current work ability, knowledge reserve and comprehensive quality meet the needs of the enterprise and can complete and do this job well, I can not only seamlessly connect with the enterprise culture and enterprise environment, but also better integrate into the form of operation and management of the enterprise.
6. CONCLUSION
In a word, corporate culture is not only the secret for an enterprise to survive in this highly competitive society, but also the basis for interviewers to select suitable talents among many employees, but also the key factor for employees to successfully join an enterprise.

At present, the severity of College Students' employment has exceeded people's expectations. The recruitment of enterprises is to help enterprises develop better, not to solve the problem of College Students' employment, which should be clear to schools and college graduates. At the same time, a good employment guidance is a bridge and link connecting employees and corporate culture. Therefore, for schools, creating a good employment guidance has become an urgent task. Whether college students can find suitable jobs is an important task of the guidance task of the employment guidance center. At the same time, let more college students understand the culture of the enterprise they want to work for is the goal of the school's employment guidance work, find suitable jobs and get a sense of happiness in life.

REFERENCE
Research On the Construction of Higher Vocational Logistics Management Specialty Teaching Resource Base Based on School-Enterprise Cooperation

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Abstract: With the development of the times, the logistics industry has developed rapidly and has become an indispensable part of modern society. In addition, the logistics industry has also promoted the development of logistics management majors in higher vocational colleges. Nowadays, the logistics management major of higher vocational education should pay attention to the construction of a teaching resource library. Through the resource library to collect various related data materials, it is convenient to improve the teaching quality and build a complete logistics management professional teaching system. From the actual analysis, there are many problems, especially in the background of school-enterprise cooperation. Based on this, this article will focus on the construction of the logistics management professional teaching resource library for an in-depth analysis.

Keywords: School-Enterprise Cooperation; Higher Vocational Colleges; Logistics Management Major; Teaching Resource Library; Countermeasures

1. INTRODUCTION
The teaching resource library has the characteristics of sharing, in which the in-depth application of information technology is of far-reaching significance to the improvement of teaching quality. Nowadays, the logistics management profession has caught the fast train of the development of the times. In recent years, many universities are strengthening school-enterprise cooperation and building a teaching resource database based on this foundation. This is of positive significance for realizing the sharing of high-quality teaching resources and adapting to regional economic development, but since there are problems such as lack of policy guidance and insufficient funds, which are not conducive to the establishment of a teaching resource database, we must focus on solving such problems at present.

2. DIFFICULTIES FACING THE CONSTRUCTION OF TEACHING RESOURCE LIBRARY FOR LOGISTICS MANAGEMENT MAJOR
2.1 Lack of policy guidance
With the current call for the construction of a shared teaching resource library, many places have actively responded, making the construction of the teaching resource library the first step forward. However, from the actual situation, there are also certain points in the construction of the teaching resource library. For the logistics management profession, the lack of policy guidance is one of the main problems. The construction of a shared teaching resource database is the response of the state, and the Ministry of Education and the Ministry of Finance have respectively issued documents on this aspect, but the local government where the higher vocational colleges are located has not been able to issue corresponding supporting policies and measures. The logistics management profession is currently developing relatively rapidly, however, because the local government has not been able to truly play its guiding role in this regard, the school-enterprise cooperation and the establishment of a resource database have been hindered.

2.2 The company's response was indifferent
For the logistics management major, the construction of a teaching resource library under the background of school-enterprise cooperation has a positive effect on promoting the development of both. However, in reality, the logistics management major uses the teaching resource library as an auxiliary teaching method in the classroom. It can truly achieve the purpose of building a teaching resource library under the cooperation of schools and enterprises [1]. At the same time, although the establishment of a teaching resource database under the joint cooperation of the two is advocated by the country and the government, higher vocational colleges are more enthusiastic and enthusiastic, but enterprises are different. They put economic interests first and pursue maximum interests. In the view of some enterprises, the school-enterprise cooperation in building a teaching resource library cannot bring them higher returns, so there will be a problem of indifferent response.

2.3 Lack of funds
Sufficient funds are an important foundation for promoting the construction of teaching resources. According to the relevant national school-enterprise cooperation construction of teaching resources database, it is pointed out that the funds in this area must be shared by the state, local governments, schools, and enterprises. However, many Under the circumstances, there is a problem of insufficient local government funds, which causes problems in the capital chain and severely restricts the construction of the teaching resource database.

2.4 The problem of resource library construction
In addition to the above-mentioned external problems, there are also obvious problems in the teaching resource library itself. First, the content in the teaching resource library does not fit the actual situation very well, and there
is obvious lag, so that the logistics management major of students have not been able to strictly follow the latest logistics industry standards when studying; secondly, the construction of the teaching resource database is a long-term project, which is not accomplished overnight. It not only requires a lot of financial resources, but also manpower and material resources, so in a short time it is impossible to integrate a large number of high-quality teaching resources, and from the actual point of view, there are obvious regional and insufficient industry integration problems in the teaching resource library; third, some higher vocational colleges do not pay much attention to the construction of the teaching resource library, and it is often possible. There will be cases of "copying and copying" and failing to really consider the fit with one's own colleges and universities, thus making the role of the teaching resource library a mere formality [2].

3. MEASURE ANALYSIS

3.1 Strengthen government support

Through the previous analysis, it can be seen that a considerable part of the area does not pay much attention to the construction of the logistics management professional teaching resource library, and the government has not been able to truly strengthen guidance in this. Based on this, the current government should strengthen support, carefully review the actual local situation, comprehensively consider the instructions issued by the Ministry of Education and the Ministry of Finance, and guide the local high-level logistics management majors and logistics enterprises to play a platform role. To enable in-depth exchanges between enterprises and colleges, in order to provide support for the construction of the logistics management professional teaching resource library.

3.2 Focus on improving corporate enthusiasm

Nowadays, the logistics industry is developing rapidly, and the pressure of competition in the logistics industry is very high. According to the analysis of the construction of teaching resource library under the cooperation of schools and enterprises, some enterprises are not very enthusiastic in this regard, and the response is cold [3]. The perspective of the company is completely opposite to that of the school. The school hopes to train more logistics management professionals, while the logistics company wants to maximize economic efficiency. In its view, the cooperation between the two parties to build a teaching resource library is not only costly and more expensive. It takes time, so the enthusiasm is not high. In this regard, government departments should strengthen guidance and introduce some appropriate incentive measures so that enterprises can actively and actively establish cooperative relations with schools and achieve win-win cooperation.

3.3 Integrate high-quality resources

The construction of the teaching resource bank has a positive effect on improving the teaching quality of logistics management and cultivating high-quality talents in the industry. In the current development of the logistics industry, a number of excellent logistics companies and model colleges have emerged. In the integration of high-quality resources in the teaching resource library, we should try to unite with outstanding companies and model colleges as much as possible in the teaching resource library. Introduce more high-quality teaching resources. In addition, higher vocational colleges in different regions should avoid "copying and copying", pay attention to the college's own situation, and introduce high-quality resources.

3.4 Improve industry fit

In the context of the current era, the construction of the teaching resource library of logistics management must be able to fit the actual situation of the industry. As can be seen from the problem analysis, because the construction of the teaching resource library does not fit the actual situation, it is not conducive to improving the teaching quality of logistics management. It even makes teaching work lagging behind. In this regard, in the construction of the teaching resource database, various standards should be kept updated, such as industry operating procedures, talent standards, job standards, etc., so that students majoring in logistics management can follow the industry standards during the learning process, which will help improve them. Speed of adaptation in formal work.

4. CONCLUSION

Under the background of the new era, school-enterprise cooperation has become an important boost for the development of higher vocational colleges. In today's rapid economic development, the logistics industry has provided help to promote the modern development of society, and we want to provide more high-quality talents for the industry. We must pay attention to the cooperation of schools and enterprises, so that students can learn more advanced knowledge in the industry. Through the analysis of this article, there are many problems in the construction of the logistics management professional teaching resource library under the cooperation of school and enterprise. Help with construction.

REFERENCES

Explore The Construction of CNC Processing Technology Courses Under the Integrated Teaching Mode

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Abstract: CNC processing technology course is of great significance to cultivating students' CNC processing professional ability, and it is also one of the key courses of the current equipment manufacturing major. The integration of teaching breaks through the boundary between theoretical and practical courses in the traditional teaching mode, which is conducive to improving the professional teaching level and cultivating students' professional core ability.

Key words: Teaching; CNC Processing Technology; Curriculum

1. INTRODUCE
The equipment manufacturing capacity is the embodiment of a country's comprehensive national strength. With the improvement of China's economic level and the continuous social progress, the demand for manufacturing talents is becoming more and more strong. CNC machining technology is widely used in the equipment manufacturing industry, and it puts forward new requirements for the professional theoretical knowledge and technical level of CNC machining talents. In this context, how to improve the teaching quality of CNC processing technology courses has become a top priority. In the teaching process of traditional CNC processing technology courses, the theory is usually explained in the classroom, and then taught in the training room. There is a serious disconnection between theory and practice, which leads to the teaching objectives are unclear, students' attention cannot be concentrated, the teaching quality does not reach the expected target, and it is not suitable for the requirements of modern education[1]. Teaching integration mode emphasizes the integration of theory and practice, theory to the classroom transfer to training room, can realize the students of learning theoretical knowledge while practical operation, make up for the traditional teaching theory and practice is not unified, make the teaching process more three-dimensional, facilitate students deeply understand the theoretical knowledge and practice, improve personal numerical control professional technical operation ability, help students quickly adapt to the job requirements.

2. OBJECTIVE OF DOING THE INTEGRATED TEACHING MODE OF CNC PROCESSING PERSONNEL TRAINING
Although China's manufacturing industry is in the stage of rapid development, but in the field of CNC processing related highly skilled talents are still relatively lacking state, specifically manifested in multi-axis programming processing, mold programming processing and process optimization formulation. For CNC processing technology course, requires students must understand CNC processing programming and process, after a period of systematic learning, make students have analysis medium difficulty processing drawings, master CNC machine operation skills, understand the concept of CNC processing technology, effective use of CAD technology and certain aspects of production management ability.

3. CONSTRUCTION IDEAS OF CNC PROCESSING TECHNOLOGY COURSES UNDER THE INTEGRATED TEACHING MODE
3.1 Clarify the teaching objectives of CNC processing technology courses
For the construction of CNC processing technology courses, teachers should first clarify the teaching objectives, and divide the teaching objectives into two parts, including theoretical knowledge objectives and ability objectives[2]. Among them, the theoretical knowledge objectives cover the relevant concepts, principles and methods of CNC processing technology, which requires students to master the basic process of CNC processing and cutting, understand the factors affecting the cutting process, and reasonably choose the amount of cutting. At the same time, we should understand the methods and principles of selecting the positioning benchmark, clearly understand the use methods of various fixtures, and master the different tool parameters, structure and cutting range. The technical ability goal covers the professional ability, social ability and innovation ability, among which the professional ability requires students to master the commonly used structure and type of fixture, tool performance, parameters and metal cutting rules, and to develop scientific and reasonable processing plans according to the processing knowledge according to the characteristics of the processing parts. Social ability requires students to have good language communication ability, can effectively communicate with engineering and technical personnel, and be able to understand others' requirements for CNC technology. At the same time, I have a certain team cooperation ability and strong psychological quality, with a good sense of work responsibility and safety awareness. Innovation ability requires students to continue in-depth research and explore CNC processing technology, and can obtain the latest CNC processing technology through the Internet and other channels.

3.2 Accurate positioning of CNC processing technology courses
CNC processing technology course is one of the core courses of equipment manufacturing major. In order to meet the practical skills requirements of relevant manufacturing positions, we mainly cultivate students' professional ability of CNC processing and programming, process optimization and processing. CNC processing technology course includes many mechanical drawing and car fitter training, engineering materials and CNC processing simulation and other pilot courses. Such courses can lay a solid foundation for students to follow-up CNC processing practice training, CNC processing program preparation and obtain relevant vocational skills certificates.

3.3 Formulate the teaching standards and teaching plans of CNC processing technology courses
In the past, in the teaching process of traditional CNC processing technology courses, teachers usually paid more attention to theoretical teaching. Due to the limitation of teaching conditions or ideas and other factors, they lack enough attention to practical training, resulting in students unable to integrate theory into practice, and the CNC processing ability was obviously insufficient. Therefore, teachers should pay attention to the numerical control processing technology professional theoretical knowledge and practical operation effectively, according to the actual learning situation and needs, to create the relevant learning situation for the students, rich teaching content and teaching methods, divided into multiple teaching units, covering the corresponding numerical control concept knowledge and practical skills, through periodic learning to promote students to master numerical control knowledge and skills use methods.

3.4 Implementation of teaching and integrated teaching mode
Task-driven as the teaching principle in the CNC processing technology course has a positive effect on improving the teaching quality and efficiency [3]. CNC processing technology teaching should be the students as the main body, teachers according to the teaching content and objectives to create the corresponding CNC processing learning scenario, students are divided into multiple learning groups, the corresponding learning tasks, a clear learning objectives, let the students found the problems in learning, group discussion summary and feedback to the teacher, finally by the teacher unified answer summary. During the CNC processing technology teaching to implement the teaching integration mode, the key lies in the practical skills teaching into the theory, the teacher from the traditional teaching mode to guide, make students can also from the traditional teaching mode of single theoretical knowledge or practice operation, realize the learning while doing new learning mode. In addition, in the teaching process, teachers can explain the relevant content combined with the real product cases of enterprises, so that students can deepen their understanding of theoretical knowledge, be familiar with the actual processing and production process, and can also better use it in practice.

3.5 Strengthen the teaching experience summary link
In the final stage of the CNC processing technology course, teachers should summarize the teaching methods and experience in the teaching process, and constantly improve their personal teaching level and teaching ability. At the same time, the experience and reflection during the teaching period are sorted out, and the relevant content to constantly improve the teaching standards of CNC processing technology, so as to develop the teaching design consistent with the teaching integration mode.

4. CONCLUSION
To sum up, the CNC processing technology course takes the task as the overall teaching orientation, and will help the students to master the professional theoretical knowledge and improve their personal professional operation ability as the main teaching goal. Therefore, the design of CNC processing technology courses based on the integrated mode of teaching, can significantly improve the teaching level, improve the teaching effect, which is conducive to students to better master the CNC processing professional knowledge and practical operation process, so as to cultivate the comprehensive development of the social needs of CNC talents.

REFERENCES
Exploration Of Ideological and Political Teaching Concept and Practice Mode Under the Background Of "Three-In-One Education"--Taking the Course of International Trade as An Example

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Abstract: In recent years, with the continuous implementation of the educational concept of "three integrity education" in China, the ideological and political teaching of curriculum has become the focus of attention of colleges and universities. By digging deeply into ideological and political elements in the course content and selecting scientific and reasonable teaching methods, the quality of ideological and political teaching in the course can be significantly improved, laying a solid foundation for the rapid development of China's economy. According to the specific meaning and importance of curriculum ideological and political, combined with the ideological and political elements in the course of "International Trade", this paper briefly discusses the practical path of curriculum ideological and political under the background of "three integrity education".

Key Words: Sanquan Education; Curriculum Ideology And Politics; International Trade

1. INTRODUCTION

"Three-in-one education" is an education policy jointly put forward by the CPC Central Committee and The State Council, which consists of three parts: whole-member education, whole-process education and all-round education. It puts forward a targeted direction for promoting China's education modernization and building an educational power. In this context, curriculum ideological and political teaching should fully fit the curriculum teaching content, combined with appropriate teaching skills, so that students can subtly improve their own political literacy, and play a favorable role in promoting the development of China's socialist process.

2. THE SPECIFIC MEANING AND IMPORTANCE OF CURRICULUM IDEOLOGY AND POLITICS

Curriculum education essence is khalid ents, cooperative education for the concept, combined with the aid of explicit implicit education method, to join the teaching thought of the scientific innovation, by constructing the three-dimensional diverse teaching mode, make the perfect fusion of elements of ideological and political education and teaching to students' ideology and behavior change in the osmosis, promote the all-round development of students. To train excellent and qualified successors for China's future socialist road. Carrying out the ideological and political teaching of the curriculum can not only enrich the teaching content, but also deepen the students' understanding of the curriculum knowledge. It can also help students establish correct ideological values and lay a solid foundation for their future learning and development [1].

3. IDEOLOGICAL AND POLITICAL ELEMENTS IN THE COURSE OF INTERNATIONAL TRADE

3.1 Reform and opening-up has demonstrated China's confidence

Reform and opening up is a major content in the course of International Trade, as well as the gathering place of ideological and political elements. When teachers explain the relevant content of reform and opening up, they should focus on introducing the meaning of "four self-confidence", comprehensively analyze the "four self-confidence" and reform and opening up, and dig out the essential role of "four self-confidence" in China's economic development. In order to improve students' understanding of the reform and opening up, summarize the experience and lessons in the past development, appreciate the sense of responsibility and responsibility of the world's major countries. At the same time, students' sense of national pride and cultural inheritance will be stimulated to make more in-depth thinking for the rapid development of China's economy [2].

3.2 Embedding patriotism in foreign trade

Patriotism is the source of motivation to inspire students to forge ahead, but also an important factor to promote the sustained growth of China's economy, as well as the fine traditional culture of the Chinese nation. With the continuous advancement of trade globalization in recent years, it has played a good role in helping China's economic development. But at the same time, it also brought many trade disputes, so that the patriotic education has become the focus of the teaching of International Trade. By explaining the history of the rise and fall of great powers and introducing international trade disputes in recent years (such as ZTE and Huawei), teachers can further enhance students' patriotism and make them deeply aware of their own responsibilities and missions, thus playing a good role in helping China's future development [3].

3.3 Understanding the concept of a community with a shared future for mankind

Trade globalization has forged certain ties among enterprises of all countries, and the idea of a community with a shared future for mankind has gradually gained popular support. While teaching international Trade, teachers should fully explain China's division of
training objectives, designing teaching syllabus and perfectly integrated with the course content by setting the course, the ideological and political elements are behavior. Instead, by referring to the specific content of so as to influence students' ideological consciousness and ideological and political elements and explain past cases, the course of International Trade is not only to collect timely discovery and correction of students' wrong ideas, and promote students' moral accomplishment and professional ethics. For the future study and development of students, do a good foundation.

4. THE PRACTICAL PATH OF CURRICULUM IDEOLOGY AND POLITICS UNDER THE BACKGROUND OF "THREE-IN-ONE EDUCATION"

4.1 Dig into the teaching content of the course
To apply curriculum ideology and politics in the teaching of International Trade, teachers should first set an example and dig out more and better ideological and political elements from the textbook content through in-depth analysis of practical problems and continuous accumulation in daily work. While improving their professional level, students can understand the process of national economic development and the direction of personal progress, so that students' ideological consciousness, political level and moral accomplishment continue to improve, and promote the overall development of students. As the keynote speaker of International Trade, teachers should always keep good values. In daily teaching to give students the correct direction, timely discovery and correction of students' wrong ideas, so that the comprehensive quality of students significantly improved, for China's social and economic development to provide all-round talent.

4.2 Perfect integration of professional knowledge
To carry out ideological and political education in the course of International Trade is not only to collect ideological and political elements and explain past cases, so as to influence students' ideological consciousness and behavior. Instead, by referring to the specific content of the course, the ideological and political elements are perfectly integrated with the course content by setting training objectives, designing teaching syllabus and screening teaching methods, so that students' interest in learning can be improved and the quality of classroom teaching can be significantly improved. And teachers in the teaching of the teaching material content, but should also focus on various teaching links of cohesion, make the teaching material contents and ideological elements achieve seamless good effect, as far as possible avoid far-fetched to introduce ideological elements have led to the students does not adapt, stable and reliable to ensure the effect of classroom teaching, promote students' comprehensive quality enhances unceasingly.

4.3 Rational use of teaching skills
In the teaching of International Trade, the case teaching method is the most commonly used method. This kind of teaching method is not only interesting, but also can attract students' attention. It also has the advantage of enlightening outstanding and typical, and can play a good training effect on students' comprehensive analysis ability. In the application of case teaching, and teachers can comply with the aid of multimedia technology, by playing related video, pictures, music and text form, let the students to produce a feeling of intimacy, for public discussion with the team to provide beneficial help, enhance the students' classroom participation, the effect of classroom teaching also increased significantly, promote student's thought sublimation.

5. CONCLUSION
To sum up, the application of ideological and political curriculum in the teaching of International Trade is mainly through in-depth exploration of ideological and political elements, optimization of classroom teaching process and adoption of reasonable teaching methods. To make students understand and understand China's confidence in the stage of reform and opening up, the indispensable patriotic feelings in the process of foreign trade, the concept of a community with a shared future for mankind, the construction of party conduct and clean government and the fight against corruption, so that students' political and ideological consciousness and professional level have been better improved. For the rapid development of China's economy, play a favorable role in promoting.

REFERENCES
A Review of the Domestic Research on Timequake from 2010 to 2021

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Abstract: Timequake is a novel written by Kurt Vonnegut. In today’s materialistic society, he expresses his yearning for social freedom and ideological rationality in his works. It is not a novel in the traditional sense. There is not much relevance between its chapters, nor does it form a complete narrative system. From 2010 to 2021, many scholars in China have carried out the research on Timequake, mainly focusing on the narrative art, structuralism, literary criticism, science and technology humanities, media study and ecology so as to explore the significance and value of his works based on multiple dimensions.

Keywords: Timequake; Narrative; Literature; Science Fiction Background; Media Ecology

1. INTRODUCTION
Timequake is a novel written by American writer Kurt Vonnegut. The author created a sci-fi time earthquake in the novel. Under this background, people will be affected by the illusion of “seem to have met or known before”, so as to repeat their previous behaviors and activities. After the timequake, there will be a chaotic situation in the world. In the process of creation, the novel has formed the following striking characteristics. The first is the fragmentation of the text. The logic and relevance between the 63 chapters in the novel are not strong. The text content is mainly composed of historical fragments, time memories, self-ridicule and fantasy. The novel has no fixed theme and center, nor the concept of narrative time, but adopts a disordered time flow, which subverts the creative mode and style of traditional novels. Second, the narrative level is complex. In the process of telling the novel text, the author is not only the narrator of the story, but also the characters in the story, that is, he adopts a narrative form of integration of internal and external perspectives, so as to complete the narration of the whole novel based on a nonlinear narrative mode. The third is the fusion of reality and fiction. The novel integrates the real story elements with the fictional fantasy elements, breaking the boundary between reality and fiction, which can realize the reconstruction of the text content under the influence of the post structuralist idea, and fully show the author's free will and idea. It can be said that the narrative and structure of Timequake show many levels of innovation, and many scholars in China have gradually carried out comprehensive and in-depth research based on these aspects.

2. ANALYSIS OF INTERANNUAL VARIATION ANALYSIS OF CNKI PAPERS
A total of 28 relevant research results were retrieved from the timequake-related keyword on CNKI. Since 2000, Chinese scholars have carried out the research on Timequake. Among them, 19 relevant research papers have been formed from 2010 to 2021. From the interannual change trend chart of papers at this stage, the number of research reached a peak in 2013, many of which are mainly based on structuralism and humanistic care. In other years, the number of relevant research in China is relatively small. Taking the year of 2013 as a dividing point, the domestic researches before 2013 were mainly based on the writing techniques and narrative forms of novels while the researches after 2013 were more centered on media development and ecological interpretation. However, over these ten years, Chinese scholars have not formed high-quality CSSCI journals. Luckily, China's research direction has gradually shifted from the writing and narrative art to the reflection of scientific and technological rationality and postmodern ideas. The research on the whole text content has gradually deepened, and many high-quality Chinese and English literature research results have been formed. For example, Wang Yuhua's Overturning of Scientific and Technological Rationality on the Subject from the Perspective of Postmodernism - Taking Timequake and the Last Act in 2020 and Chen Peilei's Diversity of Narrative Art Research on the Postmodern Novel Timequake in 2014 are the two core documents in relevant research.

3. SUMMARY OF RESEARCH CONTENTS OF DOMESTIC ACADEMIC PAPERS ON TIMEQUAKE
3.1 A SUMMARY OF THE RESEARCH ON THE NARRATIVE ART OF TIMEQUAKE
Among the domestic research from 2010 to 2021, mainly six papers mainly study the narrative art and postmodernist narrative. In detail, the first is the research on non-traditional narrative mode. Chen Peilei's Diversity of Narrative Art Research on the Postmodern Novel Timequake in 2014 discusses that Timequake makes full use of postmodernist creative techniques such as intrusive,
uncertainty, open contradiction and black humor, and shows the characteristics of the diversity of postmodern narrative techniques.\cite{1} Xu Wenpei's doctoral thesis Open And Referential Text World - Intertextual Interpretation of Vonnegut's Novels discusses the fragmented memories and intrusive narration in Timequake and the intertextuality of characters. \cite{2} Hu Xiaoyan analyzes the narrative mode of Timequake from the three levels of narrative logic, diachronic narrative and fragmented narrative. He focuses on the relevance between paragraphs, sentences and chapters in the work, and comprehensively analyzes the relevant contents. \cite{3} The second is the research of intrusive narration. Wang Xiaodong, Zhao Yan and Hu Xiaoyan analyzes the application of intrusive narration in the research process. Among them, Wang Xiaodong and Zhao Yan mainly explain the theoretical concept of intrusive narration and its specific performance in the novel Timequake. \cite{4} Hu Xiaoyan mainly analyzes the intrusive narration mode from the perspective of fictionality of plots and characters, and explores its application strategy in the uncertain changes of novel stories. The third is the study of postmodernist narrative art in Timequake. Chen Peilei focuses on the interpretation of the postmodernist narrative art of Timequake from the three dimensions of parody, collage and irony. \cite{5} In the following year, Chen Peilei analyzes the narrative art from the perspectives of language text, narrative perspective, plot change, and contradiction opening, deepening her previous study. \cite{6} Hu Xiaoyan analyzes the dissolution of grand narrative in Timequake in light of anti-hero and small narration in the novel, pointing out that Timequake presents a world as a microcosm of the fragmented human living environment. Generally speaking, many Chinese scholars have fully studied the narrative art of Timequake, and have made in-depth research and analysis on the unconventional narrative in the novel text.

3.2 A REVIEW OF STRUCTURALISM IN TIMEQUAKE

Among the related review of structuralism in Timequake, China has formed two related papers. Pan Yushu maintains that Timequake is a good example for poststructuralist works, first expounding the subversion religion, science and fiction and then elaborating on indiscriminacy of themes in Timequake based on Derrida’s theory. \cite{7} In addition, Tian Ye studies the expression of poststructuralism in Timequake in light of intrusive and non-linear narratives, indeterminacy, the juxtaposition of the fictional and real worlds and the subsersive interpretation of humans and famous stories. In his eyes, these poststructuralist narratives effectively engage readers into the interpretation of the novel by transferring the closed text controlled by the author into an open text accessible to each active reader. \cite{8} In short, many scholars mainly combine poststructuralist theory with interpretation of Timequake, providing a fresh perspective to further understand Timequake.

3.3 A SUMMARY OF THE RESEARCH ON THE CONCEPT OF TIME AND SPACE AND GENRE IN TIMEQUAKE

Domestic scholars’ research on Timequake integrates the space theory into the interpretation of Timequake, extending the research dimension. For instance, Although Wang Xiaodong makes similar analysis of postmodernist writing techniques of Timequake, he grounds his research on the carnival literature, expounding the carnival techniques employed in Timequake. He remarks that in Timequake, Vonnegut breaks the bondage of time and space, creating a world with carnivalesque time and space where people were controlled by the absurd life and were unable to distinguish the fiction from the real. Spatial and Temporal carnivalization describes a world where there is no rationality and logicality.\cite{9} Lu Xi first finds out the varieties of the alternative worlds in Timequake, namely the author’s world, the alien world, the real world and the readers’ world, and then studies the interactions among four different worlds, arguing that alternative worlds are an effective means for Vonnegut to describe real postmodern world and people’s inner world by taking the readers away from reality.\cite{10} In addition, although Timequake has been widely believed to be a postmodernist novel, He Jiawei believes it is a misjudgment of its genre which leads the distortion and misunderstanding of Timequake and should take the rhetorical reading rather than the fiction-reading perspective in order to better understand Vonnegut’s humanistic stance of anti-modernity. \cite{11}

3.4 A SUMMARY OF THE RESEARCH ON THE HUMANISM AND ECOLOGY OF SCIENCE AND TECHNOLOGY IN TIMEQUAKE

There are five research papers on science, technology and ecology of Timequake in China. Among them, Wang Yuhua, based on the perspective of scientific and technological rationality, discussed the possible subversion of subjectivity of humans due to the overpursuit of and overdependence on science and technology. In her argument, Timequake warns that humans will be reduced to materialized man, decadent man or crazy man when lost their subjectivity due to the blind dependence on science and technology. In addition, science and technology will further subvert human’s living condition by destroying our world and causing alienation between people. Finally, in order to reverse this situation, Vonnegut desperately appeals to free will and painstakingly calls on people to recover freewill.\cite{12} At the same time, Chen Peilei studies Timequake based on humanistic ideas. Her paper Humanistic Feelings in Timequake from Babbitt’s Humanistic Thoughts begins with a theoretical interpretation of Babbitt’s dual humanistic thoughts, and then analyzes Vonnegut’s humanistic thoughts in his novels from the perspectives of science and technology, war and classless society. In Timequake, Vonnegut exposed the evil aspect of science and technology. He thought that overdeveloped science and technology would make people greedy, irrational and alienated and cause wars and terrible disasters, finally resulting in the destruction of human civilization. To build a new sustainable world, Vonnegut appealed people to be kind, moral and take care of each other, especially the people from the bottom of the society. \cite{13} In addition,
scholar Guo Qi comprehensively expounds the relationship between science and technology and humanity in his research. He analyzes the "demonized" science and technology and "degraded" humanistic spirit embodied in the novel, and reveals the humanistic thoughts and ideas conveyed in the novel based on the theory of free will. Chen Shidan discusses Vonnegut’s ethical notion in Vonnegut’s Ethical Notion of Ecological Postmodernism to Reconstruct An Ecological Society. He remarks that Vonnegut puts forward the solutions in his works to the various dilemmas confronting modern people under the guidance of the ethic of ecological postmodernism, which includes recognizing differences, promoting mutual tolerance and harmonious co-existence of all the component parts of the universe constructing extended families that can save human beings, and resuming the interconnection and wholeness of man and man, man and the world. He concludes that Vonnegut’s ethical notion has an important epistemological value and realistic meaning for promoting human beings to advance ceaselessly towards a healthy, ecologically sustainable society. Mao Shuanghui in “A New Kind of Humanism: Kurt Vonnegut Represented in His Three Novels” discusses that in Timequake Vonnegut admitted the constructedness of human life, and proposed the acceptance of local alternatives like community and extended family for a better reality in order to offer humans a hopeful yet provisional solution to the postmodern situation.

It can be said that in the research on the scientific and technological ethics and ecological thought in Timequake, many scholars have recognized Vonnegut's humanist thoughts and deep concerns about the current living status of and the future of postmodern human beings and acknowledged his unremitting efforts to reform the absurd society and recivilize the lost modern people, and realized the hidden intercommunication between the author and the reader's mind.

3.5 A REVIEW OF MEDIA STUDY AND ECOLOGY IN TIMEQUAKE

Media study is a relatively new theoretical viewpoint in recent years, and many scholars in China gradually reread Timequake based on the concept of media study and ecology in the research process of Timequake, so as to explore the new significance and value of the novel against the new social background. Based on Neil Boltzmann's critical theory of media technology, Liu Li studies the profound influence of printed media on human's intelligence in Timequake from multi-intellectual perspective. She argues that the forms of media like books, letters and foreign languages can spread warmth and strengthen empathy between people. She concludes that for Vonnegut printed culture can dramatically promote human intelligence and emotion, thus helping human to effectively cope with the chaos in postmodern society. Chi Minghui mainly analyzes the ecological crises presented in Vonnegut’s Timequake from the perspectives of natural ecology, social ecology and spiritual ecology, so as to analyze Vonnegut's ecological thought and his solution to the crisis. The crisis of natural ecology infers Vonnegut’s criticism of human blindly developing industry and launching war regardless of ecological balance and natural environment. The social ecological crisis reveals Vonnegut’s desire for fair capital distribution and extended family, his strong opposition to war, and some socialist ideas. The spiritual ecological crisis exposes the "void" and "materialization" of human spirit. He finally concludes that Vonnegut proposed to solve the problems faced by postmodern society of his time by living in harmony with nature, socialism and the return of free will.

It can be said that the research on media ecology can better connect the classic novels with the contemporary society, and has high research value of the times.

4. SUMMARY OF DOMESTIC RESEARCH ON TIMEQUAKE

Although there are few studies on Timequake (2010-2021) by domestic scholars, its research direction and content are relatively wide, and many high-quality theoretical research results have been formed. Specifically, the domestic related research has the following research advantages: first, the research scope is wide. Many scholars study the content of novels from the perspectives of narrative art, media ecology, structuralism and science and technology ethics. The research has many dimensions and covers a relatively wide range. Second, the research is more in-depth. Some scholars have conducted in-depth research on Timequake in the research process. For example, scholar Chen Peilei has formed three relevant research papers, and each research paper is based on different dimensions and complement each other. Third, literary theories are widely used, providing the solid and safe theoretical framework for the close reading of the novel. Therefore, this way of research is reasonable and transferable. Fourth, the research keeps pace with the times. From the research on writing methods and narrative art in 2010 to the research on media technology and ecological concept in recent years, it can be seen that Chinese scholars also follow the trend of social development and study the novel based on the new ideas and viewpoints produced by social development.

4.2 INSUFFICIENT RESEARCH

Looking at the domestic research results, although the theoretical research results of Timequake have been formed, there are still many bottlenecks and deficiencies in the current research process: first, the research method is relatively single. Domestic scholars mainly use the research method of novel text, but the narrative style of the novel is different from the conventional linear narrative. It is necessary to expand diversified research methods to realize the innovative development of research results. Second, the relevance between the research results and social reality is not enough. In the research process, Chinese scholars mostly study the content of the basic text itself, but there is a certain lack of connection with contemporary society and reflection on the research content. Third, the research content is repeated. In the research results from 2010 to 2021, there are overlapping theoretical viewpoints of many scholars, which makes the
research content limited to a certain framework and lack of research innovation.

4.3 RESEARCH PROSPECT

To sum up, in the future research of Timequake, Chinese scholars need to focus on solving the problems existing in the current research by adopting innovative literary theories to enhance the social significance and value of Timequake. Firstly, in view of the research methods, quantitative research methods can be used to conduct quantitative research on the fragmented plots and stylistic characteristics of the novel text so as to heighten the scientificity of the research in the integration of quantitative research. Secondly, scholars should explore innovative research perspectives and conduct research accordingly to fill in the blanks in the prior studies of early scholars so as to further diversify the Vonnegut studies. Finally, based on the ecological environment and media environment in the contemporary society, an in-depth study of Timequake can be achieved by integrating the diachronic research into the synchronic research in the future research, further exploring new research perspectives in the combination of theory and reality, thus providing valuable reference for the literature research in contemporary society.

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Exploring The International Development of The New Energy Vehicle Industry Under The "Belt and Road" Initiative

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Abstract: At present, vigorously developing the new energy vehicle industry has risen to China's strategic height. With the proposal of the "Belt and Road" initiative, it has promoted the economic and cultural cooperation between China and the countries along the Belt and Road, and also provides a broader space for the national development of the new energy vehicle industry. Based on this, this paper first expounds the causes and status quo of the international development of China's new energy vehicle industry, and puts forward the path of the international development of the new energy vehicle industry under the "One Belt And One Road" initiative. Key words: Belt And Road; New Energy Vehicle Industry; International Development

1. INTRODUCE

Around the world, the automobile industry is facing unprecedented changes. The automobile product is gradually moving towards the direction of more energy saving, environmental protection and safety. The new energy vehicle industry is receiving more and more attention among various automobile production countries. In recent years, the Chinese government has paid more attention to the development of the new energy vehicle industry, and has successively issued a series of policies and documents to provide guarantee and support for the development of the new energy vehicle industry. With the proposal and in-depth implementation of the "Belt and Road" initiative, it promotes the in-depth exchanges and cooperation between China and the countries along the Belt and Road, and also provides valuable opportunities for the international development of the new energy vehicle industry. At the present stage, China's product research and development strength, product operation and service of new energy vehicle enterprises have certain advantages in the global market. While doing a good job in the domestic market, we should pay more attention to the foreign market, so as to promote the continuous development and growth of China's new energy vehicle industry.

2. REASONS FOR THE INTERNATIONAL DEVELOPMENT OF CHINA'S NEW ENERGY VEHICLE INDUSTRY

At the present stage, many favorable factors promote the development of China's new energy vehicle industry to internationalization. First of all, there are relatively few new energy vehicle products in the overseas automobile market. With the help of the opportunity of "Belt and Road", new energy vehicle enterprises can accelerate their layout in foreign markets, preenter, and firmly occupy an advantage in the overseas market. Secondly, while new energy vehicle enterprises carry out product production and operation services to overseas markets, they can also effectively use raw resources, talents, labor and other global resources, gradually solve the problem of low profit in the domestic market, maximize enterprise profits, and gradually further accumulate funds bigger and stronger. Finally, due to the objective risks and fierce competition facing the overseas automobile market environment, can reverse promote our new energy automobile industry constantly improve its own technology research and development strength, improve competitiveness through merger and reorganization, so as to occupy a place in the overseas automobile market, promote the international development of new energy automobile industry.

3. THE INTERNATIONAL DEVELOPMENT STATUS OF CHINA'S NEW ENERGY VEHICLE INDUSTRY

At present, China's new energy vehicle industry has rich types of products, including pure electric commercial vehicles, pure electric buses, pure electric tourism vehicles, etc., which has been strongly received from the international market, and has achieved batch export to many countries. At the same time, some new energy vehicle enterprises have successively built factories in the outer sea, have the vehicle manufacturing capacity, and strictly adopt high international standards to ensure the quality and quality of products. In addition, some new energy vehicle enterprises have gradually carried out international cooperation in vocational education, actively cultivate new energy vehicle technical personnel, and provide sufficient human resource guarantee. Although the international development of China's new energy vehicle industry has achieved initial results at the present stage, the international development of the new energy vehicle industry is still facing many difficulties due to the high difficulty of overseas operation, trade protectionism, and the integration with local culture. For example, the export volume of new energy vehicles is relatively low in the total output; the export target of the new energy vehicle industry is mainly concentrated in the middle and low-end markets of the cultural differences.

4. PATH OF THE INTERNATIONAL
DEVELOPMENT OF THE NEW ENERGY VEHICLE INDUSTRY UNDER THE "BELT AND ROAD" INITIATIVE

4.1 The government provides the guarantee at a macro level

For the government, it is necessary to encourage the export of parts, technology, production equipment and vehicles in the new energy vehicle industry, and to give certain convenience in customs clearance. Policies such as tariff reduction and subsidies should be appropriately adopted to optimize the export process for new energy vehicle enterprises, reduce export costs, accelerate export efficiency, and provide a good service guarantee for the new energy vehicle industry to go abroad\[1\]. There are obvious differences in the scale of new energy vehicle enterprises. Even the more powerful new energy vehicle enterprises cannot fully grasp the key information in the road of international development. For example, dynamic interference with market; interpretation of laws and regulations on new energy vehicles; changing trend of currency and RMB exchange rate; and cross-cultural exchange skills between countries. All these need the government to actively coordinate and organize, help new energy vehicle enterprises to accurately grasp such information, quickly make a judgment and counter-reaction, and export products at the appropriate time. In the process of approval process such as the production and operation of new energy vehicle enterprises, the government should open up a green channel for them, improve efficient government services, such as online approval and one-stop service, so that new energy vehicle enterprises can concentrate and resources on product research and development. In addition, the government should take the initiative to promote international cooperation, reduce procurement costs, and encourage other countries to purchase new energy vehicles centrally. To guide other countries to implant China's new energy vehicles into the local car rental market, and constantly expand the scale and influence of China's new energy vehicle industry.

4.2 Enterprises to improve product quality from the micro level

Whether any enterprise has a brand new market, it needs to be built on the market demand. For the international development of the new energy vehicle industry, this criterion should also be followed. It is necessary to take the local market demand as the guidance, targeted research and develop new models, improve, optimize the existing models, and realize localization. This is the key new energy vehicle industry 2 to ensure the internationalization and sustainable development of the new energy vehicle industry. At the same time, many countries and regions in the world have not yet established a systematic international standardization system in the new energy vehicle industry. Therefore, new energy vehicle enterprises in China should take the initiative and target national government and production enterprises to jointly formulate the relevant standardization system, is conducive to China's new energy vehicle industry in the target country layout, gradually enhance the status of China's new energy vehicle industry in the international market and reputation, accelerate the international development of new energy vehicle industry. In addition, the supporting charging stations, charging piles, power changing stations and other infrastructure in the new energy vehicle industry are also the key factors affecting the development of the new energy vehicle industry. Therefore, new energy vehicle enterprises should pay attention to the construction of supporting facilities in the target countries, improve users' satisfaction with using new energy vehicles, and meet the needs of users, which is conducive to the international development of the new energy vehicle industry.

5. CONCLUSION

To sum up, the government provides policy support for the international development of the new energy vehicle industry, and does a good job in relevant service measures. At the same time, enterprises increase technology research and development to make a good level of product quality. Only by strengthening the in-depth cooperation between the government and the new energy vehicle enterprises can the new energy vehicle enterprises gain a firm foothold in the increasingly fierce international market and promote the prosperity and development of the new energy vehicle industry.

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The Value Interpretation of The Tusi Cultural Heritage for The Public

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Abstract: This article tries to analyze the value interpretation of Tusi cultural heritage to the public based on the background of Chinese cultural communication. Combined with the utilization of tourism and the social benefits of the world heritage, we can effectively express the outstanding universal value of the Tusi cultural heritage.

Key words: Tusi Cultural Heritage; Value Interpretation

1. INTRODUCE

Since the China Chieftain Project was successfully included in the World Heritage List in 2015, it has made rich research achievements in various disciplines. In the communication to the public, we should do a good job in the value interpretation of Tusi cultural heritage, introduce the international concept of cultural heritage interpretation, and make the protection of Tusi heritage have a positive impact.

2. THE PROMINENT UNIVERSAL VALUE OF TUSI CULTURAL HERITAGE

2.1 In terms of the settlement pattern and the architectural form and style development of the Tusi sites in mountainous areas, the Tusi heritage shows the exchange of human values in the influence of the chieftain system, the ethnic culture and the development of the society as a whole. Compliance with World Heritage Standards (ii)

2.2 Tusi heritage as toast system fully implement typical regional representative material evidence, with historical period, geographical environment, ethnic attributes, administrative level, function, settlement form, architectural style and other common characteristics and internal connection, jointly witnessed the development of ancient China unique ethnic minority management system and management concept, in line with the world heritage standards (iii)

2.3 The remains of the Chieftain heritage are directly related to the implementation of the "Chieftain System" in the ethnic minority areas in southwest China for 700 years. It is directly related to the specific living customs and traditional culture of the small regional ethnic groups spreading to the present, which is in line with the World Heritage standard (vi)

Tusi series site witnessed the history of ancient Chinese management system, the unique "qi, custom" management wisdom, show toast system, between the central regime and local ethnic groups in national culture inheritance and national identity ideas, cultural exchanges, in order to realize the overall social development, national long-term unity and inheritance diversity of ethnic culture.

3. THE VALUE POSITIONING OF TUSI CULTURAL HERITAGE

At present, Chinese scholars summarize the value of toast cultural heritage into two ways, one is to explore the special value of Tusi cultural heritage, namely its history, technology, art, thought and economic value; the other is to cross-border the comparative value of Tusi cultural heritage, that is, to find the universal value of ecological environment, cultural history and social customs. Ge commissar's "Value concise and expression of Chiefs Cultural Heritage" condensed the highest value and core value of Tusi culture.

As the representative of objects and culture, the Tusi Site and government Office have rich architecture and painting to show the combination of art and culture. For example, such as the archway of "JingNanxiang Town", Hubei Province, the style of pavilions and unique layout, people can not help but sigh the beauty of loyalty of Qin Tusi running for the country. Guizhou Hailongtun is surrounded by water on three sides, the remaining nine incomplete doors are closed, and the remaining broken walls, leaving an incomplete beauty to people. The chieftain system inherited the political view of "the world" in ancient China, and was an important mechanism for ancient China to gather marginal power. It was different from the original democracy or tribal society in Africa in the same period, and also different from the political management of the medieval city-state society in Europe.

4. VALUE INTERPRETATION ORIENTED TO THE PUBLIC

In 2008, the Charter of Interpretation and Exhibition of World Cultural Heritage clearly defines the interpretation and display of heritage, which lies in solving the visitors to "what to see" and "how to see".

4.1 Effectively combine the historical information of the Tusi heritage and the practical needs

chieftain cultural heritage should pay attention to the expression mode when explaining the value to the public. Make difficult to understand the wall, the concept of "humanistic care" into toast cultural heritage interpretation and display, the first is to strengthen the depth of toast cultural heritage value of excavation and expression, such as tang cliff toast city arch, from a historic perspective it is the central government "reward", reflects the interaction between the central government and local toast, national identity concept, and the construction of arch in the Ming and Qing dynasties, is the ancient China "khalid merit", "three gang five chang". The gift of "Jing Nanxiang Town, Chu and Shu Ping Han" on the archway reflects the affirmation of the Tang Ya Qin clan in the Ming Dynasty. Many of the patterns of the Central Plains culture carved by the archway contain the inheritance and development of traditional Chinese
culture. The overall planning of tour routes to effectively guide the World Cultural Heritage Site is different from ordinary urban parks, achieving effective guidance through the overall planning of travel routes. One is to ensure the true and complete display of the tourist heritage, which is binding on the visitors; the second is to convey the positive information of the cultural heritage and explain its outstanding universal value; the third is to guide the supporting tourism facilities around the heritage site to promote the sustainable development of local tourism. For example, teenagers and children, their interest in the heritage site is different from that of professional scholars. They use to visit stone relics, explain historical stories and the artistic value of stone cultural relics to enhance the national confidence of teenagers. Developing the tour route, they focus on the explanation and experience of the site museum.

The dissemination of toast cultural heritage value is not a simple indoctrination, in addition to the beautiful scenery, the outstanding universal value of toast heritage in the public communication process, should pay more attention to, in the communication way need through participatory interaction, such as tourists to participate in the dissemination of toast cultural heritage experience, through the communication let everyone can pay attention to the toast heritage cultural value, and willing to participate in its dissemination and promotion.

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