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ZHU Shengkun
Research on Psychological Crisis Control of College Students

Wei Yaoyang, Tong Ming, Yang Hanglin, Chen Zhongwen
School of Education, Huanggang Normal University, Huanggang, Hubei 438000, China

Abstract: From the perspective of governance, college students psychological crisis control mental health staff, other related participation, school management and students' rights and interests, staff awareness of psychological crisis control, the number of psychological crisis intervention personnel, specialization is not high, the psychological crisis control work formality, emphasizing explicit crisis and ignore the implicit crisis, university crisis control management mechanism is not standard. From the perspective of governance, the psychological crisis control needs to strengthen the construction of professional team, establish a dynamic mental health file database, strengthen the publicity and popularization of mental health education, and build a diversified governance system.

Keywords: Governance Perspective; College Students; Psychological Crisis

1. PREFACE
In recent years, the psychological crisis incidents of college students occur frequently, and the attention of the society to the mental health education of college students gradually increases, and the expectations of the psychological counseling work for college students also continue to rise, which makes the universities pay more and more attention to the psychological crisis control work in recent years. [1] the psychological crisis control work in colleges and universities has been carried out for many years and has achieved certain results. However, in this work, there are problems such as mental health education staff fighting alone and imperfect school psychological crisis intervention system, leading to the low efficiency of the control work, and students' psychological problems still appear frequently. Students' mental health work needs to attract the high attention of all relevant educational institutions, but more importantly, it needs the joint participation and management of all subjects.

The purpose of psychological crisis control in colleges and universities is to prevent psychological problems among college students, early detection, early prevention, early diagnosis, early intervention, and psychological problems are important conditions for the orderly development of all education and teaching activities in universities. In this work, we should follow the people-oriented concept, adhere to the prevention first, prevention and treatment combined. Psychological crisis control mainly focuses on the scientific prevention and control of professionals, with non-professionals fully cooperating to form an effective psychological crisis intervention mechanism. [2] the psychological crisis control of college students is a complete system, which requires the participation of counselors, student cadres, students themselves and students' families, as well as the educational functions, management functions and service functions of colleges and universities. In the psychological crisis intervention of college students, popularizing mental health education is more important than early warning and prevention, early warning and prevention is heavier than emergency treatment, and emergency treatment is heavier than post-intervention. The specific implementation and operation process of the psychological crisis intervention must be legalized, professional and professional. [3] The control of psychological crisis in colleges and universities requires the cooperation of school leaders, student competent departments, relevant college personnel, counselors, and student cadres to form a psychological crisis governance community, jointly deal with and resolve the psychological crisis of college students, and help students learn normal life, study, and communication. In the process of psychological crisis control, each subject should form a joint mode of mutual assistance and cooperation, and form a good operation and management mechanism under the guidance of common goals.

2. ANALYSIS OF THE PRACTICAL PROBLEMS OF THE PSYCHOLOGICAL CRISIS CONTROL OF COLLEGE STUDENTS
The psychological crisis control in colleges and universities plays an important role in the physical and mental health and comprehensive development of college students. Nowadays, the pressure of college students in study, life, employment, and other aspects is increasing day by day. As these pressures continue to transform into psychological pressure, the psychological crisis of college students also appears accordingly. However, most college students lack awareness of psychological crisis, but also lack strategies to regulate emotions and ways to relieve pressure. Therefore, inner pressure gradually accumulates, and psychological problems become more and more serious, until they endanger their own study and life, and even endanger life safety. [4] the psychological problems in many colleges and universities:
(1) In the process of crisis control, mental health staff fight alone, and other related personnel are not involved enough
In the process of psychological crisis control, the school administrative department is only responsible for issuing
instructions and documents, and the head teacher and the
counselor undertake the specific implementation and
implementation work. This work will eventually be
assigned to the student cadres by the head teacher and the
counselor, and the student cadres often take the coping
screening, which leads to the crisis control being
superficial. In addition, in the process of psychological
 crisis control of college students, other forces have not
been fully mobilized, such as relatives, friends and
classmates of the controlled objects, and have not played
the positive role of counselors, doctors and school
authorities. This control mode not only makes the subject
recognize the positive role of counselors, doctors and school
classmates of the controlled objects, and have not played
been fully mobilized, such as relatives, friends and
school authorities. This control mode not only makes the subject
personnel of psychological crisis control feel that they are
fighting alone, but also makes the controlled object feel
isolated and helpless. [4]

2) It is difficult to balance school management with
students' rights and interests.

School crisis control often has violations of students'
rights and interests, such as the use of administrative
means during crisis control, information analysis of
students' words and deeds, keep students in no-free
monitoring state, collect the consumption, study and life
of control students' privacy to the tracked data. One of the
problems of university crisis control is difficult to
coordinate school psychological crisis control work and
the rights and interests of students, the problem is the law
of college psychological crisis control task, second, part
of the psychological crisis students mind is not fully
mature, and the lack of psychological counseling, they to
their own psychological problems have not correct
understanding, think they did not meet the dangerous standard,
and these may eventually lead to endanger themselves and
even the safety of others. Finally, when students have
adverse consequences due to psychological crisis in
school, parents and society will hold colleges and
universities accountable. In order to maintain the stability
and reputation of the campus and complete the tasks
assigned by the superiors, colleges and universities will
often avoid the important points and ignore the
psychological crisis of students, but the fundamental
problem is difficult to really solve. [5]

3) the staff is lack of awareness of psychological crisis
control

The staff believes that the psychological crisis is only a
problem for a few people, and the psychological crisis
control involves a large number of people and aspects, so
there is no need for comprehensive control. The existing
psychological crisis control mainly focuses on the control
of these students with psychological problems, which
account for a very small proportion of college students, so
they exclude most students from the scope of
psychological control intervention, ignoring that most
students actually need active psychological crisis control.
Among the students with psychological problems, the
psychological crisis control personnel only paid attention
to their prominent psychological problems, but did not pay
attention to all the problems affecting their mental health
in the process of life, study, growth and development, and
did not consider the students' psychological problems with
other problems. [4] In addition, the staff mainly to the
superior instructions, that the psychological crisis control
work should be concentrated at the beginning and end of
each semester. These are due to the psychological crisis
control staff lack of correct understanding of the
psychological crisis.

(4) the control of the psychological crisis of college
students is limited

The relevant provisions in the Mental Health Law clearly
stipulate the scope of psychological counseling and
psychological treatment, and students with serious
psychological problems must receive treatment in the
mental health institutions of relevant majors. However,
the diagnosis of the severity of psychological problems
can only be proved by the mental health institutions to
accept the psychological treatment and psychological
crisis intervention, which leads to a "vacuum" in the
psychological crisis control work in schools. Psychological counselors to students with psychological
crisis to need to receive treatment from mental health
institutions, students themselves may not accept it,
resulting in the school's inability to control. The
psychological crisis of college students involves many
factors such as family, school and society, while colleges
and universities are often powerless to face the deep crisis
caused by students' family and society, and schools are
often unable to deal with it, let alone solve it.

3. THE MAIN CAUSE OF THE PSYCHOLOGICAL
CRISIS CONTROL OF COLLEGE STUDENTS

3.1 Insufficient number of staff and low specialization of
psychological crisis interventions

At present, the staff of psychological crisis intervention in
universities are mainly counselors and psychological
counseling teachers. The proportion of teachers and
students in professional psychology is unbalanced, and the
number of counselors among crisis interventions in
universities is insufficient. [6] In reality, many colleges
and universities have fewer counselors than the original
regulations, the number of students managed by the
counselors is seriously overloaded, and the counselors
work widely, so there are few opportunities to participate
in professional psychological counseling skills training.
The lack of professional knowledge leads to counselors
powerless in dealing with students' specific psychological
crisis events. With the continuous accumulation of study,
work, family, interpersonal communication and other
factors, students' pressure is increasing, and then the
probability of psychological crisis of college students is
also increasing. But due to the serious shortage of
professional psychological teachers, students appear
psychological problems cannot get professional answer,
emotional instability can't get effective psychological
comfort, even basic psychological counseling need to wait
on many days, these factors affect the timeliness of
psychological crisis intervention, created problems for
follow-up work. [7] General professional discipline
belongs to psychology or education psychology teacher in
charge or counselor is very little, in the face of
psychological crisis emergency handling problems, they
mostly rely on experience, to psychological adjustment
and guidance for students, but the non-professional, non-
scientific guidance way has great instability and unsafe, may cause hidden problems. In addition, there is a lack of coordination mechanism between the subjects, the body coordination is not enough, and the crisis prevention is insufficient. The work of the psychological tutor is very heavy, often because of each student's psychological dynamics, and the students with psychological problems, the head teacher and the counselor cannot coordinate the work for the special position and the counselor, many students are often unwilling to seek the help of the counselor during psychological crisis. Therefore, non-professional head teachers and counselors cannot meet the students who need special psychological crisis control in practical work. [8]

3.2. Formalism of psychological crisis control work in colleges and universities
At present, the rapid development of China's economy and the great social changes have forced higher education to enter the tide of utilitarianism. "Utilitarianism makes the university campus rendered by the noisy and floating atmosphere". The purpose of mental health education in colleges and universities has shifted from improving the comprehensive physical and mental quality of college students to maintaining the stability of the school and completing the tasks of superiors. In order to deal with the inspection and evaluation of the upper staff in the various psychological education activities of colleges and universities [5] As a result, the university psychological counseling activities pay too much attention to the creation of atmosphere and the dissemination of public opinion, forming a mere form of the pan-entertainment situation, but ignoring the actual problems to be solved. College students were standardized tested and evaluated in the mental health census, but post-test data processing and problem interventions are often limited to the filling out of forms. Although many colleges and universities set up a psychological crisis control group, but the psychological crisis control work lack of professional and scientific guidance, not really play a role at ordinary times, only when students have psychological problems, psychological control group will give attention, practical work psychological control group mainly to issue administrative orders, to carry out the related documents, to solve the students' psychological problems work to carry out the attention enough.

3.3. Focus on the explicit crisis and ignore the implicit crisis
It is a common intervention means adopted by college counselors to coordinate class students, psychological committee members, student cadres, and student party members to reflect the possible psychological problems of students, and to intervene in the psychological crisis control work through them. Among them, the psychological committee member is a special psychological crisis management and control staff in the class. His main work is to observe the psychological dynamics of the class students, give care and coordination when they find that the students have a psychological imbalance reaction, and report the situation to the relevant teachers. However, the class is a very popular group, and the psychological committee member cannot observe the psychological state of each student at the same time, the time between the psychological committee member and the class students is limited to the classroom, and the psychological committee member cannot fully complete the psychological crisis control work in extracurricular life [8]. The discovery of students' psychological problems is a long-term process, even if there are some students have psychological imbalance, but because of the individual camouflage, the psychological committee member may not be able to find in time, also may not be able to accurately identify whether the student is mentally unhealthy or psychological imbalance. The low awareness and foresight may lead the psychological committee members to ignore the possible negative impact of the psychological imbalance on the students and the possible serious consequences in the future. Therefore, the psychological control subjects did not pay enough attention to the potential psychological imbalance of students, and these possible psychological crises were not found in time and effectively intervened. When this psychological imbalance caused the attention of classes, counselors and even the school, it often developed to a more serious degree.

3.4. the governance mechanism of crisis control in colleges and universities is not standardized
The current psychological crisis management of colleges and universities still lacks the guarantee of policies, systems and regulations. First of all, China has been lacking of regulations on the psychological crisis of colleges and universities. Our country has dealing with social unrest of martial law, safety accidents of the safety production law, dealing with the public health events on the prevention and treatment of infectious diseases, major natural disasters of earthquake law and emergency law, however, both "education law", "general principles of civil law" and "criminal law" are not for college psychological crisis control, no relevant laws and regulations [9]. There are also some deficiencies in the establishment of psychological crisis management institutions in China. Most of the psychological crisis management mechanism is scattered, not systematic, and the psychological crisis management personnel are not professional enough. Such institutions deal with psychological crisis emergencies of college students. At present, the common mode of psychological crisis management in universities is "post-compensation", rather than "prevention and control in advance". In the review of the psychological crisis management system, it is found that the content is not perfect, such as the lack of prevention, early warning and other links, and usually the lack of education, training, training and other content. The perfection of a crisis system directly determines the possibility of crisis, the difficulty of crisis and the timing of crisis solution [10]. Colleges and universities lack institutional regulations, no legal guarantee, in the face of students' psychological crisis is certainly unable to start or "casually processing", the results can only be unsatisfactory, and the negative impact is more far-
reaching, the losses and trauma brought to people is immeasurable.

4. THE DISCUSSION ON THE PATH OF PSYCHOLOGICAL CRISIS CONTROL AMONG COLLEGE STUDENTS

4.1. Strengthen the construction of professional teams

It is very important for the stability of colleges and universities and the development of students to do a good job in the psychological crisis control mechanism and improve the professional and technical level of their mental health educators. UNESCO regulations, school psychological counseling teachers have the following three qualifications: "teaching diploma and teacher qualification certificate; more than five years of teaching experience; systematic completion of relevant psychology courses"[11]. Most of the mental health education professionals in colleges and universities in China are ideological and political education teachers. After training, they are relatively low specialized in psychological education through part-time jobs or vocational transfer, which leads to mental health becoming knowledge and tool education. In order to improve the efficiency of mental health education, it is necessary to establish a professional team, follow the basic laws of mental health education, and strengthen the training of professional teams. [5] Mental health counseling teachers must adhere to the people-oriented concept, adopt advanced theory and cutting-edge technology, and use scientific methods to deal with the psychological crisis of college students. Such as cognitive understanding therapy, behavioral therapy, relaxation therapy and other ways, to provide students with psychological help or psychological intervention, to solve students' learning disabilities, interpersonal sensitivity, emotional tension and mild neurosis and other psychological problems. [12] Teachers should provide help for college students with serious psychological crisis, and provide them with personalized psychological counseling and psychological counseling, so that they can correctly understand and analyze in the study, life and emotional confusion, adjust self bad mentality help them overcome psychological barriers, maintain good mood, so as to achieve the goal of mental health. Teachers in the psychological counseling center should not only carry out students' mental health education and psychological crisis intervention, but also popularize it to college counselors, head teachers and staff, so as to jointly establish a diversified mental health education system in colleges and universities.

4.2. Establish a dynamic mental health record database

It is necessary to establish a dynamic mental health file database, to avoid the formal and superficial work of colleges and universities, and to strive to solve the psychological problems of students actually. On the basis of psychological investigation of college students, understand and master the psychological condition of each college students, to establish dynamic mental health records database, according to their psychological condition and psychological crisis degree to the classification, and according to the actual situation of file update and modify, to provide reference for education management and psychological crisis debugg. Although universities will conduct mental health surveys and evaluation when freshmen enter school, the evaluation results are only for the freshmen at that time, and the actual situation may change at any time, so the mental health survey and evaluation is not fully reference. Some colleges and universities use the mental health records of students registered at the beginning of the semester until graduation, tracking students with obvious psychological problems, and treating students with general psychological problems as serious psychological problems to diagnose and treat them. If a dynamic mental health database is established, it can effectively avoid the phenomenon of crisis management and control of students in colleges and universities. Therefore, colleges and universities should establish a dynamic psychological crisis database to track the mental health status of college students at any time, so as to better prevent the psychological crisis problems of college students. On the one hand, the mental database should be oriented to all students, and all students should conduct psychological tests and psychological evaluation, and register the results in the database. On the other hand, the database should adopt a variety of evaluation methods, especially for special students to conduct regular mental health evaluation, so as to fully understand their mental health status, and avoid their psychological crisis. For students who already have a potential psychological crisis, special attention should also be paid to establishing assessment patterns in a dynamic manner. [13]

4.3. Strengthen the publicity and popularization of mental health education

Colleges and universities should strengthen the publicity and popularization of mental health education, and avoid the phenomenon of only focusing on the external crisis but ignoring the potential crisis in the psychological crisis control work of colleges and universities. Generally speaking, there are mental health counseling centers for college students in universities, but they usually only show the effect, and their actual function is very small. Most of the reason is that the publicity of universities is not in place, so that the psychological crisis of college students is not controlled and treated in time. First of all, colleges and universities should publicize the information of psychological counseling teachers, the internal environment of the psychological counseling center, the relevant activities carried out and the results of the activities in the psychological counseling center. Secondly, colleges and universities should offer more courses related to mental health. Combined with the characteristics of students 'psychological development, open workplace psychology, female psychology, positive psychology courses, meet the needs of students' mental health knowledge education, improve the popularity of students 'psychological knowledge, improve the ability of college students' psychological adjustment, guide students to emotional management, through various ways to promote students to improve the pessimistic psychological adjustment ability in interpersonal communication. [14] Finally, colleges and universities should help college
students to establish the correct concept of psychological crisis. Colleges and universities should invite psychological experts to popularize the basic knowledge and coping strategies of psychological crisis every semester, and regularly popularize the knowledge of mental health education through special lectures, mental health knowledge training, exchange meetings and other forms. Universities should also rely on the mental health education center to organize students and mental health branches to carry out a series of educational activities through multiple channels, carriers and forms, to help students better integrate into university life, enhance their mental health awareness, and lay a good foundation for the development of psychological crisis intervention. [15]

So as to protect the physical and mental health of college students and prevent the serious psychological crisis of college students.

4.4. Build a diversified governance system
Governance theory emphasizes the diversity of power, which requires universities to break the highly centralized situation of student work management institutions, gradually form the student work management institutions, mental health education institutions, university teacher organization, administrative groups and logistics groups and equal dialogue management system, namely the student work, mental health education center, trade unions, administration, logistics management, student community, parties to balance power and fulfill obligations, so as to play the function of mental health education more efficiently. At the same time, we should form a diversified governance model of colleges, families and society. All aspects should not be ignored, and we should not only unilaterally emphasize the governance perspective of colleges and universities, but ignore other aspects of governance [5]. For university counselors, they must have a very sensitive sense of psychological crisis, timely grasp the psychological state of students, timely discovery, timely response, timely treatment, at the same time linkage class students, psychological committee members, student cadres, student party members to intervene [16]. For the personnel of university student work management institutions, the personnel of university student work management institutions should know more about the "public opinion", enter the grass-roots level, go deep into the grass-roots level, cannot engage in formalism, do not do nothing because of administrative assessment and other factors, problems should be timely reported to the psychological training institutions and relevant responsible personnel. For example, the dormitory administrator should feedback the mental health organization; the security department should strengthen the supervision to protect the personal and property safety and information security; as the administrator and service of the college students, the head teacher should grasp the family conditions, living conditions and psychological changes, effectively guide college students to adapt to college life, coordinate interpersonal relationship, and guide their employment. [17] In a word, college counselors, head teachers, and university administrators should all assume the responsibility of maintaining the mental health of college students, and conscientiously do a good job in the psychological crisis control of college students.

5. CONCLUSION
Psychological crisis control of college students is a crucial link to the stability of our family, school and society. Help college students to set up the correct view, build interactive mutual college students psychological crisis control system, promote the progress of students 'psychological education, enhance the students' ability to face social pressure, exercise their strong heart, these for college students psychological crisis control will play an important role, these need home school and social cooperation, together. Colleges and universities should not rush for the phenomenon of psychological crisis of college students, but should cooperate with more partners and supporters to participate, explore, and jointly commit to the research and practice of psychological crisis control of college students.

ACKNOWLEDGEMENTS

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An Analysis of Relationship between Man and Nature from the Perspective of Ecocriticism--A case study of Hemingway's the Old Man and the Sea

Guojun Han  
School of Foreign Languages, Anyang Normal University, Anyang, Henan 455000, China

Abstract: The past few decades have witnessed looming ecological crises worldwide. Hemingway's the Old Man and the Sea showcases the relationship between man and nature, and offers a window for people to understand ecological problems. Literary critics have studied the novel from multiple perspectives and ecocriticism is included in this novel. Hemingway depicts the old man's attitudes towards life and also the relationship between man and nature. This paper explores the relationship in between on basis of ecocriticism. In the end, a conclusion is drawn that human beings should return to nature, restore harmony between man and nature, and co-exist peacefully.

Keywords: Ecocriticism; The Old Man and The Sea; Ecological Consciousness; Man And Nature

I. BRIEF INTRODUCTION OF ECOCRITICISM

At present, the ecological environment is polluted, destroyed and other problems are particularly prominent, and the global ecological crisis is becoming more and more serious. Against this backdrop, people begin to turn their eyes to ecocriticism. Researches on this theory has gradually deepened, and its research scope has expanded. Many literary works have been created and they have been reinterpreted and analyzed. the ecological significance contained in them has been revealed. Analyzing well-known literary works from a new perspective is of great significance when it comes to awakening people's awareness of ecological protection. This paper tries to reinterpret Hemingway's the Old Man and the Sea from the perspective of ecocriticism.

The ecocriticism theory was put forward by American eco-critics in the late 20th century. the key point is that the ecological system is holistic, diverse, harmonious, and interdependent. People should review literary works from the harmonious co-existence between man and nature and determine whether they contribute to the harmony and stability of the ecosystem. the definition of ecocriticism was first proposed in 1978 by the American scholar William Ruckert. That is to say, ecocriticism is a literary criticism theory aimed at protecting ecology. It is a combination of ecologicalism and literary criticism. Its main research objects are the natural environment and literature, and it is hoped that the relationship between literature and nature may be determined through the study of literary works. This critical theory stands out of other mainstream literary criticism theories. It does not focus on criticism, but focuses on the overall interests of ecology.

Later on, the theory of ecocriticism developed by leaps and bounds, and it expanded rapidly from North America to the rest of the entire world. Since then, it has become a new trend to review literary works from the perspective of ecologicalism, which better demonstrates the ecological wisdom and ecological awareness contained in literary works. It is a lot easier for people to understand and follow suit. At the same time, the reinterpretation of literary works reviews literary works with certain anti-ecological ideas permeated by anthropocentrism, leading people to resist anthropocentrism and establishing ecological awareness.

II. ECOLOGICAL AWARENESS AS REFLECTED IN THE OLD MAN AND THE SEA

In the literary work the Old Man and the Sea, it can be found that it contains rich ecological wisdom and ecological awareness, and the central idea of the novel is concisely summarized, namely: human beings live in nature, and nature nurtures humanity. No matter how strong, powerful and intelligent a person is, he is insignificant in front of nature, and it is impossible for him to exist independently without being bound and nurtured by nature. From the novel, it can actually be seen that the author expresses the idea of man's existence relying on nature, and his love for nature is clearly expressed. By analyzing the ending of the novel, it can be found that the novel also conveys to people a warning that if human beings are still self-centered and want to conquer and defeat nature, the final ending will only be a tragedy.

2.1 Loving Nature

The Old Man and the Sea is mainly about the struggle between man and nature, but when decoding its deeper meaning, people may find that admiration, praise, love of nature is everywhere. For example, in the cheerful language used by the author to describe nature, the old man floated on the sea but did not hesitate to express his admiration for the mighty power of nature, reflecting the author's sincere admiration for nature. the old man who goes out to sea alone does not feel bored at all. He talks with sea birds, communicates with fish, and takes delight in the joy that nature brings to him; the wind is seen as his brother and friend, the seaweed his helper. He is enjoying himself with the gift of nature. the sea is a symbol of nature, which nurtures fish, birds, and creatures; at the same time, it nurtures humans, fishermen, and the old man Santiago. on the sea, the old man drifts along with the waves, gazes at the blue sky, overlooks the deep sea, and
enjoys the food bestowed by nature. As a matter of course, the old man not only has love for nature, but also admiration and awe for nature. The focus of the novel is to describe the struggle between the old man and nature, that is, the old man's struggle against marlins and sharks at sea. The author also concentrates on describing the rich and profound inner monologue of the old man. Before the old man fights, his heart is full of praise for the marlin, saying that it is so calm, so confident, that he regards it as his friend; when fighting against the fish, the old man considers it as a rival, but still calls it a brother. He admires its might, and even hopes to feed it. Readers may see the old man's admiration for nature, as well as his reverence for nature.

2.2 Criticizing human's attempts to conquer nature
It's once believed that human beings will be able to conquer nature in the end, but they do not know that the power of nature is endless, and it is impossible for human beings to truly conquer it. Humans are integral part of nature, and can achieve long-term reproduction by integrating themselves into nature. In this novel, the old man himself says that he is able to kill the marlin only because human beings have the assistance of weapons. Even if human beings are fortunate enough to win, it is only temporary and will eventually be defeated by nature. In the process of fighting nature, although the old man temporarily defeats the enormous marlin with the assistance of oars, he is finally defeated by the shark, which reflects the truth. The old man definitely wants to conquer the sea and he temporarily makes it by defeating the marlin with his painstaking efforts. He does not hesitate to praise the sea because he has deep love and reverence for nature. This exhibits the fact that the elderly also realize that nature has its own laws in place. By describing the attitude of the elderly towards nature, the author expresses his own satire on the stupid behavior of human beings who want to conquer nature. By analyzing it from the perspective of ecocriticism, the author also criticizes mankind's ruthless conquest of nature. Though nature issues a warning to human beings, people still try in vain to defeat nature. It is actually impossible to truly defeat nature, and the outcome will only be more and more lives lost, and even worse, human beings may totally get lost in the abyss of doom if they continue to ignore the laws of nature and blindly transform nature.

2.3 Criticizing human-centered values
With the advancement of science and technology, more and more auxiliary tools have been created. Humans maintain that their ability to control nature is getting stronger and stronger, so they gradually form a self-centered ecological consciousness, that is, anthropocentrism. To be specific, it refers to the wanton misconduct, plundering, conquest and trampling of nature by human beings for their own interest, regardless of law of nature. Ecocriticism strongly oppose anthropocentric values. The purpose of ecocriticism theory is intended to make people give up their endless desire for nature. Instead, they should love nature, integrate themselves into nature in practical life, and consider themselves to be an inalienable part of nature. However, the materials human beings are in dire need of are also changing little by little, for their own survival and desire for material wealth. Of course, people have created abundant productive tools to assist themselves, so they have also won a certain number of victories in the contest with nature. When human beings reap from the benefit from nature, they begin to take pride in themselves and claim that man will conquer the nature. Then the nature is enraged and begins to take revenge against human's unbridled behavior. Human beings are hard hit by the evil consequences of individual anthropocentrism, greenhouse effect, smog, sandstorms, and melting glaciers. Other ecological deterioration gradually emerges and becomes more and more serious, threatening the homes of human beings step by step.

2.4 The tragic ending of delusional conquest of nature
In the Old Man and the Sea, the old man does his best to defeat the big marlin. Although he tries everything he can to fight back, he still cannot escape the ending of his previous battle where he is only left with a fish skeleton. Delusions of conquering nature will only end in heavy losses. In the work, the old man also analyzes why he fails: blame me for going too far into sea. This short sentence contains profound meaning, and also expresses the author's warning to the world: the greatest enemy of mankind is human beings themselves. It is also human beings who defeat human beings. Humans wrest wealth from nature by destroying the environment in which they live. Humans must pay the heavy price for what they do, and must take the consequences of ecological collapse. At the same time, the attitude of the old man when confronted with the result of his own failure is that a person can be destroyed, but not defeated. This statement is frequently quoted by people in daily life, but few consider why. This quote is actually about the relationship between man and nature and it seems somewhat absurd. Since people have been destroyed, how is it that people are invincible? Therefore, people need to keep in mind that since nature can nurture human beings, it will inevitably have certain laws to rein in human behaviors. When they get along well with nature, people may be able to temporarily defeat nature. Although nature can be temporarily controlled by human beings, they cannot take control of nature permanently. Human beings should not be overly intoxicated with the victory over nature. For every victory, nature will retaliate in a certain way and it's only a matter of when but not whether. This warns human beings that in the struggle against nature, people cannot indulge in short-term victories and cannot extricate themselves. They must realize that no matter how much success human beings achieve in front of nature, no matter how many times humans take advantage of this short-lived victory to prove that they have the power to conquer nature, they still cannot conquer nature in the end, and they still have to accept the harsh, even destructive punishment of nature. People must not turn a blind eye to the inherent laws of nature in an attempt to pursue their own interests and desires, and they must never entertain the idea of conquering nature, the ecological thoughts and ecological consciousness contained in the famous work are of great
significance for human beings to live in harmony with nature.

III. THREE PAIRS OF CONTRADICTIONS IN THE OLD MAN AND THE SEA

Since the emergence of eco-criticism theory, many literary works have caused people to re-interpret it from an ecological perspective, and it is true of the Old Man and the Sea. And Hemingway's ecological view is contradictory, and it is also a concept generally recognized by the academic circles. Its contradictions are mainly manifested in the following three aspects:

3.1 survival needs versus unfathomable desires

The old man Santiago lives a humble life in the novel. His basic material needs are also simple for there are only five common things in his daily life, namely food (rice and fish), beer, survival tools (fish net), hobbies (newspapers for baseball news and a radio to listen to baseball news). It can be obvious that the basic survival needs of the elderly are very simple. However, the old man is indeed very unlucky as he is unable to meet these needs, which prompts him to choose to go fishing in the distant sea. There are both subjective and objective reasons behind this. Among them, the subjective factor means that the old man is eager to catch big fish and maintain his own basic survival, so he walks out of the coastline into the abysmal distant sea; the objective reason for is that it refers to the frantic plundering of the sea by other fishermen in order to obtain more material rewards. With the rapid development of modern fishing technology and the invention of advanced fishing tools, their desires get inflated. There are fewer and fewer fish in the offshore waters. Though he old man still uses traditional fishing techniques, he still has no catch for eighty-four days regardless of his phenomenal fishing skills. In addition, when a certain resource is made available to everyone, they all try to get more benefits from it. the sea is such a resource, so the fishermen do their utmost to extort something out of it. However, they never consider the fact that natural resources are limited, the ecological tragedy occurs when everyone gets greedy and only thinks about their own benefits. When the infinite desires of human beings conflict with the limited resources of nature, the result must be catastrophic. The environment is destroyed and natural resources are depleted.

3.2 conquering nature versus respecting nature

When getting along with nature, people have different attitudes towards nature at different stages. Sometimes they intend to conquer nature, sometimes they respect nature. These two often appear alternately, which also reflects people's ambivalent attitudes towards nature. In the Old Man and the Sea, this contradictory attitude is also well depicted. on the one hand, it indicates that human beings do their best to fight against nature, and conquer nature; on the other hand, it also describes the love for nature, praise, the ecological harmony between man and nature. In the novel, the contradictory attitude is also manifested in the inner ambivalence of the old man. This work concentrates on the struggle between man and nature, which is the plot of the old man fighting against the marlin and shark. During this time, the old man does not want to kill these fish, because he feels like that they what belongs to nature is his brother, and human beings should respect nature; on the other hand, the old man is forced to survive and hopes to capture these sea creatures, so that he can stay alive. the inner ambivalence of the elderly turns out to be obvious. But in the end, the result of the old man's all-out struggle also proves that human beings are still insignificant in front of nature, and also warns people that they should respect nature, conform to nature, love nature, grasp the inherent laws of nature, and follow the laws of nature.

3.3 ecological holism versus anthropocentric view

The novel the Old Man and the Sea contains two contradictory ecological values. When the novel describes the struggle between the old man and the giant marlins and sharks, it says that the old man does this not just to meet the basic needs of survival. To a certain extent, it is also an attempt to realize his own value. In the vivid description, the book reveals the thoughts of the tough guy who conquers nature, and also unveils the affirmation of human beings to conquer nature. This is what is called anthropocentric values; on the other hand, its tragic outcomes affirm the invincibility of nature, implying that people's ruthless conquest of nature will inevitably lead to failure. This, in turn, reflects the ecological view of ecological holism. However, the spiritual triumph over nature disclosed in the novel (i.e. anthropocentric values) contradicts the ecological view of ecological holism, so that the elderly needs constant psychological comfort when wrestling with fish. and the result of the old man's desperate struggle is just a skeleton of a big marlin. This is the result of the conflict between anthropocentrism and ecological holism, which suggests that human beings should not fully rely on their material possessions and human force when dealing with nature. Hemingway's contradictory ecological thought also reminds people that human life is closely related to nature. Humans can't just think about conquering nature to prove themselves to be strong and realize their own brazen goals. Humans should understand that nature has its own laws, and establish a truly harmonious relationship with nature. Otherwise, human beings will be severely punished eventually. Having a correct understanding of the relationship between man and nature, realizing the infinite power of nature and the insignificance of human beings in front of nature is an effective way to deal properly with the ecological crisis and achieve harmonious coexistence between man and nature.

IV. THE ENDING OF THE OLD MAN AND THE SEA

The old man fishes for eighty-four days, but he never catches anything. on the eighty-fifth day, the old man chooses to fish alone in the high seas. After a fierce struggle, he finally catches a large marlin, but sadly enough, this large marlin has been eaten by the school of sharks. the old man gets exhausted and disappointed because there is only a skeleton with no economic benefits left. the old man feels the infinite power of nature. He will have to continue to live his miserable life, which is the result of the tragedy of human delusions of conquering nature. the recurring going to sea in the work is the reason
for his failure, as analyzed by the old man. This also implies that when human beings break into a territory that does not belong to them, being punished by nature is the inevitable outcome. This ending also gives the world a warning, that is, human beings do not enjoy any privileges, and without exception, they must abide by the survival rules of nature. Humans cannot afford to ignore the laws of nature. Destruction of the earth's ecological environment will eventually end in failure. In addition, Hemingway describes such a scene in the dream of the old man at the end: after the weary old man returns from the voyage, he sees in his dream a golden beach, a lion living in harmony with human beings, and people with a comfortable life. The setting is exactly Hemingway's call for mankind to return to the embrace of nature, hoping that the human being represented by the old man and the nature represented by the sea are interdependent and closely connected, and develop into an inseparable whole. and this is the highest ideal of ecocriticism theory, that is, it calls on the environmental protection, interdependence, harmonious coexistence and common development with nature, and return to the embrace of nature spiritually.

In the Old Man and the Sea, there are many descriptions of the relationship between man and nature. If interpreted from an ecological perspective, it is not difficult to find that the determination and courage of the old man Santiago to go fishing in the distant sea essentially means that human beings want to conquer nature. the old man gets fatigued after a series of struggles, which in essence refers to the ecological crisis that occurs after human beings extort from nature; the old man defeats the big marlin in the fight but is finally defeated by the sharks. This refers to human victory and defeat in the struggle against nature. After the old man returns home, he has a deep feeling that human beings and nature should live harmoniously and interdependently. Human survival depends on nature, and human cannot exist without nature. Besides, the old man has the most primitive view of nature. He respects, praises, and reveres nature, but at the same time, he is eager to conquer nature. Fish skeleton warns people that they should abide by the laws of nature and they shouldn't try to conquer and dominate nature. Otherwise, they would be punished mercilessly by nature. The revelation of the ending of the old man is that nature breeds all things in the world and it provides a living space for all human. In order to have a proper understanding of nature and establish a harmonious relationship with nature, human beings must be aware of who they are and realize that they and nature are essentially an organic and unified whole. When human beings are dealing with their relationship with nature, they should put themselves in the right position, and should not have too much desire. They should rationally view the beauty and cruelty of natural ecology, and truly understand their own limitations. At the end of the novel, the old man's dream is described, which fully expresses his desire to return to nature. He enjoys himself in the dream and fully integrates himself into nature.

His pursuit of returning to nature tells people to live a simple life as much as possible, instead of fighting against nature everywhere.

V. CONCLUSION

Through the reinterpretation and analysis of the relationship between man and nature in the Old Man and the Sea, this paper shows the rich ecological connotations in the novel, and provides a guide for following the laws of nature, establishing a holistic view of ecology, and rebuilding the harmonious relationship between man and nature.

The tragic ending of this story tells people a truth: human beings cannot defeat nature, and instead, they must hold nature in awe. Humans must not prove themselves to be omnipotent. Humans should regard themselves as part of nature and integrate themselves into nature, so that human beings can gain true dignity and realize their own worth in a peaceful manner. Human beings should realize that man and nature are interrelated and interdependent, that man's survival and development depend on nature, that man's protection of nature is essentially protecting himself, and that man's aggression against nature is essentially destroying himself. Human beings should drop the anthropocentrism mentality, respect and revere nature, change the current way of life that pursues material interest too much, pursue a simple life, pay more attention to the spiritual enjoyment in the process of harmonious development between man and nature.

People once lived in harmony with nature. Only when human beings correctly handle the relationship between themselves and nature, know how to protect the environment, save resources, and practice sustainable development strategies with practical measures, can human beings and nature coexist and live in harmony.

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Experimental Study on the Influence of Roller-Skating Course on Children's Balance Ability

Wang Qifu, Jiang Jia, Zhang Qingyun
Changsha Normal University, Hunan, China;
Sijihong Town Central Primary School, China;
Zhaping nine-year consistent school, China

Abstract: the experimental method and mathematical statistical methods are used to study the relationship between roller skating curriculum and children's balance ability. The results show that the balance ability is affected by the age and gender; the balance ability increases with the age; the roller skating curriculum can greatly promote the balance ability. Through the above research results, some experimental suggestions: parents should intervene in the early stage, pay attention to the development of children's balance ability, specify relative teaching methods according to different ages and gender to promote the improvement of children's balance ability; suggest to add roller skating courses or other sports courses on promoting the development of balance ability in preschool physical education. Strengthen the professional learning of early childhood educators and teachers in children's balance ability development.

Keywords: Children Roller Skating; Balance Ability; Balance Ability Test Method

1 STUDY SUBJECTS AND METHODS
Roller skating is a fun and fitness of a strong sport, children's roller skating is a roller skating as a means of sports, using the combination of roller skating and games to promote children's physical and mental development, children's roller skating cannot only promote the development of children's various physical function, but also can cultivate children's basic sports skills. Balance movement ability refers to a kind of human body in static or in dynamic, can adjust the body posture to achieve able to maintain the whole body posture balance of a movement ability, it is the sensitivity to the muscle center proprioceptors, vestibular nerve function sensitivity and the nerve center sensitivity adjustment movement ability is closely related. Balance ability is considered to be one of the important body quality, the human body is the human body can maintain the whole body posture and keep standing posture, maintain the balance of the whole body movement coordination, for children, especially the balance movement ability for children's basic body movement knowledge and skills of learning and training, is the most critical part.

1.1 Study subjects
Take children's balance ability to participate in roller skating courses.

1.2 Research Methods
1.2.1. Literature and data method
Through China network, digital library, library, access to a large number of domestic and foreign about children's balance ability, roller skating and balance, balance of measurement mode and related literature and data, and summarize and data, as far as possible to fully understand the latest research dynamics, provide theoretical basis for the paper writing and argumentation

1.2.2. Experimental method
Sixty children from Wanying Times Kindergarten were selected to participate in the balance test. After the end of the teaching, another 60 children were tested in the balance test and analyzed the data to discuss the impact of child roller skating on children's balance.

1.2.3. Mathematical statistics method
The obtained data of the balance test before the preschool roller skating practice and the balance test after the roller skating practice were tested, and the data were collated and analyzed.

2 STUDY DESIGN
2.1 Experimental Principle
Based on the "Learning and Development Guide for Children aged 3-6" and "Children's Roller skating", 60 experimental children were established through the combination of random selection and qualification examination, and the main teaching contents of the balance ability experimental program and the experimental course of children's roller skating ability were formulated. Through the 3-6 years old children balance ability curriculum program development of empirical research, the analysis of the factors affecting the balance function of the kindergarten sports influence research on the balance ability of children to balance ability research, determine the children static balance movement ability and children dynamic balance ability of organic combination of the test method of children's balance ability.

2.2 Experimental Subjects
Through the communication between the kindergarten and the parents, the children registered independently. A total of 123 children were received in the first round. In order to ensure the accuracy of the experimental data, 108 children who had not learned roller skating were selected. They were then grouped according to gender, age, class, height, weight and other conditions, and 60 experimental subjects were finally determined. Thirty children were selected for the roller skating course teaching intervention, twice a week for three months, as the experimental group, and the remaining 30 children did not perform the roller skating course teaching, and were in the control group.

2.3 Teaching content design
Children's roller skating is a very interesting and challenging sport. We should stimulate children's interest in sports and help children overcome their fear. Therefore,
our teaching content should be full of interesting, from easy to difficult, let the children from the contact with roller skating to fall in love with roller skating, so this teaching design of 12 teaching content. As detailed in Table 1:

Table 1: Roller skating experiment course content

<table>
<thead>
<tr>
<th>Practice content</th>
<th>Practice times</th>
<th>Practice group number</th>
<th>Each practice effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step on the march</td>
<td>10</td>
<td>10</td>
<td>Further strengthen the sense of balance</td>
</tr>
<tr>
<td>Wrestling and standing up</td>
<td>5</td>
<td>5</td>
<td>Cultivate self-protection and reaction ability</td>
</tr>
<tr>
<td>Basic taxiing</td>
<td>35</td>
<td>20</td>
<td>Agility enhancement</td>
</tr>
<tr>
<td>Brake brake</td>
<td>40</td>
<td>18</td>
<td>Strengthen the balance ability and their own center of gravity control</td>
</tr>
<tr>
<td>Wheel</td>
<td>25</td>
<td>15</td>
<td>Better grasp of the center of gravity and speed enhancement</td>
</tr>
<tr>
<td>Eight-word brake</td>
<td>20</td>
<td>20</td>
<td>Sensitive quality and balance exercises</td>
</tr>
<tr>
<td>Before the gourd</td>
<td>25</td>
<td>12</td>
<td>Sensitive quality and balance</td>
</tr>
<tr>
<td>After the gourd</td>
<td>25</td>
<td>12</td>
<td>The waist core strength</td>
</tr>
<tr>
<td>Pisces</td>
<td>17</td>
<td>20</td>
<td>Waist core strength and center of gravity control</td>
</tr>
<tr>
<td>The snake</td>
<td>35</td>
<td>23</td>
<td>Balance and center of gravity control</td>
</tr>
<tr>
<td>Catch up stroke</td>
<td>40</td>
<td>28</td>
<td>Balance and center of gravity control</td>
</tr>
<tr>
<td>Reverse scissors</td>
<td>40</td>
<td>28</td>
<td></td>
</tr>
</tbody>
</table>

2.4 Test method of young child's balance ability

Balance ability is divided into static balance ability and dynamic balance ability, the human body through visual, proprioceptors, vestibular system and other sensory information and cerebellum, the ability to maintain some posture or stable state, we usually call the static balance, human body in movement by certain external force action, such as exercise, still show to continue to maintain their own balance stability, namely the ability of the human body dynamic balance. In this study using the 3-6 years old children balance ability curriculum scheme development of the empirical research in the relatively simple, manual measurement balance test method of 3-6 years old children forecast test, balance ability of dynamic test and static test, the indicators are as follows: balance beam walking method, one-foot open-eye test method, one-foot closed eyes test method.

The balance beam test method uses 0.3 meters high, 0.1 meters wide, 3 meters long balance beam, the subjects stand in the simple balance beam to get one end, hear the start of the time began to quickly through the balance beam used, the experiment record in seconds, take 2 decimal point, decimal point second 4 round 5. Use of young children through the simple balance beam time data to reflect the development of their balance ability, the shorter the balance beam test time, the better the performance. Balanced wood test

One-foot open eye test method, test children action requirements: both eyes visual front, stand on one foot, two arms to the side, support leg straight, lift the leg back folding, knee joint and support leg parallel, record from start to lift the foot landing, measure the foot 2 times to take the optimal result, take the second as the single, accurate to 2 decimal point, the second decimal point after 4 round 5. the longer the one-foot eye-closed test takes, the better the results are. Note: Teachers and other staff must remember to carefully observe the body movements of the test children in the whole process of scientific experiments, so as not to avoid mistakes leading to accidents of the test children.

3. ANALYSIS AND DISCUSSION OF THE EXPERIMENTAL RESULTS

3.1 Analysis of the experimental results

3.1.1 Analysis of the infant balance beam test results

Children aged 3-6 in the experimental group, the average test score of balance beam before roller skating teaching practice was about 12.67s, while the average score after roller skating teaching practice reached about 5.43s, among which the children aged 4 increased by 160.33%, 100.96% in age 6, 126.38%, and the average score of balance beam test in the experimental group increased by 133.33%. In the control group, for children aged 3-6 years, the average score of the balance beam test was about 12.86s before the roller skating teaching practice, while after three months, the average score reached about 10.91s. Among them, 4-year-old children increased by 25.89%, 5-year-old children by 10.93%, 6-year-old children by 12.54%, and the control group's balance beam test scores increased by an average of 17.87%. Children of different ages passed the balance beam test differently. 6-year-old children had the balance beam to pass the fastest, while 5-year-old children and 4-year-old children were the slowest. And after three months of the experiment, the balance beam test performance of the children who participated in the roller skating test was significantly better than the children who did not participate in the roller skating test, but three months later, the balance beam test performance of the children in the control group increased compared with that before the experiment. This experimental data shows that participating in roller skating has greatly improved children's performance through the balance beam test.

3.1.2 Analysis of children's one-foot eye-open test results

Children aged 3-6 years in the experimental group, Before the roller-skating teaching practice, the average one-foot eye-open test score was around 7.5s, and after the roller-skating teaching practice, the average score is around 12.25s, among, Overall growth at 4 was 133.33%, Age-old 5 children increased by 56.64% overall, the overall increase of 6-years-old children was 45.39%, the average performance of the one-foot eye-open test for all young children in the test group increased by 65.33% overall, Children aged 3-6 years old in the control group, Before the roller-skating teaching practice, the evaluation of the one-foot eye-open test performance was around 7.6s, and after three months, the result is about 8.7s. Among them, 4 years old children overall growth of 40.66%, 5 years old children overall growth of 6.71%, 6 years old children overall increased 12.62%, control group all children single foot open test average growth of 17.87% as can be seen from the table, 6 years old experimental children single
foot standing for the longest, 5 years old experiment children second, 4 years old children keep the shortest time. After three months of experiment, the children in the experimental group and the control group improved in the one-foot eye-open standing test, but the children in the experimental group performed better in the one-foot eye-open standing test than the children in the control group.

3.1.3 Analysis of children's one-foot eye-closure test results

Children aged 3-6 years in the experimental group, Before the roller-skating teaching practice, One-foot eye-closure test scores were tested at around 6.16s, and after the roller-skating teaching practice, It has reached around 10.73s, among, Overall growth of 4 was 124.37%, the 5 year old children increased 75% overall, the overall increase was 55.18%, the average test score of all young children in the experimental group increased by 75.41% overall, Children aged 3-6 years old in the control group, Before the roller-skating teaching practice, the results of one-foot eye closure test was evaluated at around 5.81s, After teaching roller skating, It was about 7.32s, among, the overall increase was 52.53%, Age 5 children increased by 15.25% overall, Age 6 children overall increased by 16.19%, the average test score of all young children in the experimental group increased by 25.95% overall, As you can see from the table, in the single-foot, eye-closed standing test, Still 6-year-old experimental children standing with one eye closed for the longest time, the 5-year-old experimental children are second, Four-year-old children keep the shortest time. And after three months of the experiment, the experimental children in the one-foot eye closure test in the roller skating test was obviously more durable than the children in the control group who did not participate in the roller skating experiment. But three months later, the test also improved compared to before the experiment.

3.2 Children's roller skating to improve children's balance movement ability

Children's basic roller skating on the basis of the prescribed movements of the practice, more effectively promote the cultivation and improvement of children's balance movement ability, such as: children's one-foot support sliding. In the special structural design of roller skates, List the four wheels as a vertical row, This makes the floor area of the four wheels look like a blade, When the current snake slides down, the body should maintain its balance during sliding. A straight line forms between the left and right feet, With one foot moving forward, Support your body with the other foot, Then rely on the force of one foot to habitually continue forward, Both legs and slightly curved knees, actually, Roller skating not only increases the support of the thigh and the balance between the waist and the body center of gravity, the more important reason is that the special structure of roller skates makes our children use roller skates while sliding, the strength and muscles of the ankles and soles of the feet should always be regulated in order to step directly above the wheel blade or adjust the sliding direction of the roller skates, Thus in a period of roller skating exercise sliding imperceptibly to children's foot and ankle of all the strength and muscle group played a role in exercise, Roller skating teaching practice of these children on the basis of the sliding prescribed action, Exercise for every tiny muscle in the body, Muscle group exercise increases young children's ability to adjust the body balance, Also for children's balance of exercise ability to improve has laid a solid psychological foundation. After a long period of roller-skating practice, the cultivation and improvement of children's balance sports ability is an inevitable development trend.

4. CONCLUSION

Balance beam test research shows that the children in the experimental group passed slowly through the balance beam before attending the roller skating experiment course. After participating in the roller skating experiment course, the time through the balance beam was greatly improved, and their body posture was stable. The children in the control group passed the balance beam test three months before a slow time and their posture was not stable. After three months, the speed of the control group through the balance beam increased slightly, but it was far less than the speed of the children in the experimental group after three months. After three months of the experiment, the average score of children in the experimental group through the balance beam test was 5.43s, and that of children in the control group was 10.91s through the balance beam test. The average score of children in the experimental group was 100.92% higher than that in the control group. This shows that roller skating has significantly improved for children to pass the balance beam test.

A one-foot eye-open test shows that, in the experimental group and the control group of young children, after three months ago, Keep one foot open for a short time, Knowing how to stabilize the center of gravity, After a three-month experiment, the children in the experimental group's time to keep the one-foot open test increased greatly, and it can maintain its own center of gravity, While the control group still maintained for a relatively short time, and the center of gravity is still shaking, After three months of the experiment, the average score of children standing in the experimental group was 12.89s, the mean score of standing in the control group was 8.68s, the mean score of children in the experimental group was 48.34% higher than that of children in the control group. Therefore, the roller skating course experiment can enhance children's time of keeping one-foot open test and help children stabilize the center of gravity.

One-foot eyes closed test shows that the experiment group and control group in three months ago, one-foot eyes closed time is short, the body shaking, vestibular performance, after three months, the experiment group of children keep one-foot eyes closed time far more than three months ago, and control children's one-foot eyes closed performance relatively slightly improved, the increase is not big. After three months of the experiment, the average score of children in the eye-foot standing test in the experimental group was 10.72s, and that of children in the control group was 7.23s, and the average score of children in the experimental group was 48.26% higher
than that of children in the control group. Therefore, the roller skating experiment course can develop children's vestibular perception ability and enhance the retention time of children's one-foot eye closure test.

REFERENCE


Analysis of the Connotation and Implementation Strategy of Differential Teaching in Junior Middle School Mathematics

Han Yue, Cao Xuefeng
School of Mathematics and Statistics, Huanggang Normal University, Hubei, China

Abstract: Under the background of the basic idea of "teachers should respect the personality of students and pay full attention to the individual differences of students" proposed in the new curriculum standard, differentiated teaching has become a new direction of teaching reform in recent years. the majority of educators pay more and more attention to the differences of students, adopt a variety of teaching methods to treat the differences between students of different degrees, to meet the differences in learning ability and learning needs of students. Based on the connotation of differentiated teaching, this paper discusses the implementation strategy of differentiated teaching in the process of junior middle school mathematics teaching in China, hoping to improve students' interest in mathematics learning at this stage and play a certain role in improving the learning effect.

Keywords: Mathematics classroom; Differentiated teaching; Connotation; Implementation strategy

1. THE CONNOTATION OF DIFFERENTIATED TEACHING

With the increasing diversity of students, the establishment of differentiated teaching model has become one of the most important issues to improve teaching efficiency and quality. How teachers can reasonably design classroom teaching to meet the teaching needs of students with different cognitive levels is a teaching problem that teachers have not completely conquered at present. Through in-depth research on the connotation of differentiated teaching, this paper discusses the implementation strategy of differentiated teaching in the middle school mathematics teaching process in China, hoping to help teachers improve students' interest and efficiency in classroom learning.

(1) the meaning and characteristics of differentiated teaching

In the education system, differentiated teaching is the teaching activity of talent cultivation organized according to the difference of interest orientation and talent. Through such activities, teachers can guide students to study actively and consciously in a purposeful, planned and organized way, and promote the rapid improvement of students' special talents so that they become professionals needed by the society [1].

About the concept of "differentiated instruction", Chinese scholars UN in translation "class differences in teaching of multiple ability", concise for the ideas of which "will the students' individual difference as the teaching elements, teaching students from different levels, interest and learning style to design the differentiation of the teaching contents, process and result, Ultimately, it will promote the development of all students at the original level "[2]. Differentiated teaching is not a fixed standard grouping, but a reasonable teaching design based on students' cognitive level, superior intelligence, learning ability and learning style, as well as different learning objectives and contents, and students are divided into corresponding groups. In addition, the important feature of differentiated teaching is that teachers design different teaching contents and teaching methods to meet the different learning needs of each student.

(2) Differentiation of differentiated teaching and similar concepts

The concepts similar to differentiated teaching mainly include stratified teaching and individualized teaching. Stratified teaching means that teachers divide students into several groups with similar level and treat them differently according to their existing knowledge, ability level and potential tendency. These groups have been well developed and improved by teachers' proper stratified strategy and interaction. Also known as grouping teaching and ability grouping, it divides students into groups of different levels according to intelligence test scores and academic achievements, and teachers teach according to the actual levels of different groups [3].

Personalized teaching is an inclusive way of learning based on the differences of students' personality and centered on students to meet the learning needs of all students, especially those with learning difficulties. Personalized teaching emphasizes that the learning process should be optimized for the learning speed and teaching methods according to the personality characteristics and development potential of students. the learning objectives, teaching methods and teaching contents may vary according to the needs of learners. Appropriate methods, means, content, starting point, process and evaluation methods should be adopted to enable students to develop fully and freely in all aspects [4].

Different from differentiated teaching, stratified teaching does not emphasize differentiated teaching in the way of students' interest and knowledge acceptance, but stratified teaching in two aspects of students' knowledge reserves and intelligence factors, and only takes care of students' differences to a certain extent. Individualized learning includes the concept of differential teaching. Individualized learning focuses on individual differences and carries out effective teaching according to individual
should provide students with as many opportunities to nature to do basic problems. At the same time, teachers master the nature of parallel lines and skillfully use the students with poor foundation, teachers should help them review, into the new knowledge. In terms of classroom construction, for students with good foundation, teachers should guide them to spend more time and energy on hands-on exploration and problem-solving skills. For students with poor foundation, teachers should help them master the nature of parallel lines and skillfully use the nature to do basic problems. At the same time, teachers should provide students with as many opportunities to discuss learning as possible, and divide the problems in class equally between teachers and students. By considering the differences among students, we strive to create a comfortable learning atmosphere and encourage each student to participate in class learning. According to the change of students' different situation in class, the teaching plan should be adjusted in time, the classroom teaching should be reconstructed, the current learning needs of different students should be met, and the appropriate teaching objectives should be formulated timely.

2. IMPLEMENTATION STRATEGY OF DIFFERENTIATED TEACHING IN JUNIOR MIDDLE SCHOOL MATHEMATICS

(1) Design of differentiated teaching content for junior middle school mathematics

For middle school students, learning a course is mainly based on the teaching materials provided by the study. In order to ensure the junior middle school mathematics difference the effective implementation of the teaching plan, teaching contents, the diversity of the design of the junior middle school mathematics teachers based on their existing knowledge and skills will be the whole stage of the organic combination of mathematics curriculum content, according to the students at the stage where in the process of learning and the students' interest in learning, learning situation, and learning such as flexible adjustment of teaching strategies. Using a variety of different teaching strategies and flexible flexible grouping, to promote junior middle school students to learn mathematical knowledge have a clear understanding and overall grasp. Therefore, before teaching new knowledge, junior middle school mathematics teachers should design reasonable and effective learning programs for different students from the aspects of teaching objectives, teaching methods, classroom construction and students' conditions.

(2) the implementation of differentiated teaching plan for junior middle school mathematics

1. Difference detection and goal setting

Differentiated teaching takes students' differences as the origin and destination of teaching. Teachers diagnose students' differences with their rich teaching experience and set different teaching objectives according to students' abilities [5]. Before the teachers teaching teaching analysis of teaching content, using classroom observation and questionnaire survey, and clear positioning students' current knowledge reserves, learning habits and personality traits, undertake to the student learning analysis, for different levels of students is suitable for the teaching contents, they learn to learn to help each student find their own way to learn. For students who have a good foundation and strong learning ability, teachers take exploring their learning thinking, cultivating innovation and practical ability as the teaching focus; For students with stable foundation but poor learning ability, teachers should pay attention to guiding and guiding students to find a way suitable for their own learning; For students with little knowledge reserves, teachers should pay attention to their mastery of textbook knowledge, give corresponding guidance and help according to their learning achievements, and take laying a solid foundation as the teaching goal. For students with low learning enthusiasm and low learning motivation, teachers can design mathematical games in real life to stimulate their learning motivation and teaching content of positive thinking, ignite students' learning enthusiasm, encourage and explore students' learning personality.

Such as in "the nature of parallel lines" in this section, let students think first "corresponding Angle is equal, must satisfy two two lines parallel?" For students with a good foundation and strong learning ability, they will immediately verify and write a proof process; Poor students would guess that the lines were parallel, but they would not prove that they were; However, students with weak learning motivation will not actively participate in thinking and will only wait for the answers of other students or the final conclusion summed up by the teacher. For these students with different learning differences, teachers should design reasonable teaching objectives according to their own differences.

2. get to know the students, scientific groups

Gilcomer Rizzolard, a famous neuropsychologist, found that there is a special neuron in the human brain, mirror neuron, whose function is to "pursue consistency with others "[6]. Students have similar language and
psychological activities, and communicate and interact with each other more open and positive. In junior middle school mathematics in the process of the implementation of differentiated teaching program, teachers in the form team, uphold the principle of with excellent with bad group, give attention to both the students various internal and external factors, not only to consider the student's knowledge reserves, learning ability and personality tendencies such as internal factors, but also the students' learning habit and learning ways such as external factors, the rational allocation of internal team members, Form a group atmosphere of "mentoring+homogeneity and mutual assistance" to ensure the common improvement of the learning staff within the group. the knowledge level possessed by the members of each group should present an increasing trend, and the ability tendency and character characteristics of the members of the group are complementary to each other.

In order to ensure that teachers can pay attention to the learning situation of all students, the group number should be controlled at the best when carrying out group cooperative learning, including one excellent student, two average students and one poor student; At the same time, students' learning style, personality characteristics, learning motivation, leadership and other comprehensive grouping should be considered. Group members should have a clear division of labor, according to the character of students and learning expertise to assign different learning tasks; Through the formation of scientific cooperative learning group, detailed responsibilities and tasks, so that each student in the group cooperation and communication can highlight their elegant demeanor, can get the attention of others, can experience the sense of achievement in learning, forming a good group cooperation learning atmosphere. Grouping should not only comprehensively consider all kinds of dynamic factors, but also scientifically regroup periodically according to these dynamic factors to ensure that the learning group can play a long-term and efficient learning effect.

3. flexible teaching method, activate the classroom
Each student's cognition and understanding of knowledge are different, and their learning ability is also different. Therefore, their learning methods and strategies are also different. Teachers' teaching forms and teaching methods should be based on the differences of different students, with the help of appropriate teaching media, design a variety of effective learning activities, so that each student can choose suitable learning content according to their own knowledge level, learning habits and personality characteristics. In the learning process of students' active exploration, teachers should timely and appropriately provide guidance and help for students with different differences, especially for students with poor foundation and weak learning ability. In addition, teachers should pay attention to the vital relationship between extrinsic motivation and individual differences. In class, extrinsic motivation is usually in order to stimulate the inattentive students or students who often misbehave, in mathematics learning, teachers need to change the view to create a good learning atmosphere, from student overall service to according to the students' interests, advantage, hope and demand services and motivate each student, developing students' ability in mathematics, Arrange students' learning environment so that students can actively participate in effective mathematical activities.

Teachers design a variety of different levels of math exercises and optional exercises in the classroom, encourage students to choose, so that students at different levels have the right to choose the topic. Teachers stratify students according to their current knowledge level and learning ability, setting up some basic questions, practice questions and selective open questions of different difficulty levels. Must do the basic questions can include the understanding of the quadratic function of the image and properties, the properties of circles and formulas; Practical problems can include the application calculation of the position relation between circle and circle in production, the application of quadratic function in real life, etc. Selective open questions can include the expansion and deformation of the knowledge learned, for example, when triangle ABC meets some conditions, quadrilateral DAEF is a rectangle or a diamond, plumb high method, etc. Teachers can choose different levels of problems according to the actual learning situation of students to guide students to think, encourage students to practice, so as to further let students understand mathematical thinking methods, cultivate the quality of mathematical thinking of students.

4. Timely feedback and multiple evaluation
Differentiated teaching emphasizes on timely understanding of students' learning dynamics and learning needs, and timely adjustment of teaching activities according to the changes of students' learning dynamics and learning needs, so as to adapt to the various differences and changes of students in different periods. Differentiated teaching also emphasizes that evaluation should be aimed at promoting the development of each student, and timely feedback should be given to students' learning results and teachers' teaching results [7] to check whether teachers and students have reached the set goals. In differentiating teaching, the teacher to the student to implement multiple evaluation, allowing students to use various ways to express their ideas, the teacher must with the different development level of the students can learn the teaching goal, makes the evaluation results means to promote the development of students, actively find the student's strengths and advantages, make evaluation to the student a sincere praise.
As shown in Figure 2, EF is the median line of \( \triangle ABC \). Please look at figure 2 carefully. What is the quantitative relationship between the median line of the test triangle and the three sides of the triangle?

S1: I found that all three sides of the triangle are longer than the median line ED.

T: Ok, please have a seat. Do you agree with him? The students argued and expressed their opinions among themselves.

S2: the median line ED must be shorter than the base side BC, but not necessarily shorter than the other sides of the triangle. the middle line I drew, ED, is longer than the AC side.

T: Ok! So what we know for sure now is that the median line ED has to be shorter than the BC side, so is there a quantitative relationship between ED and BC?

S3: By measurement, I found that EF is exactly half the length of the BC side.

T: Intuitive and simple measurement! Do you agree with his conclusion? The students were lost in thought, some agreeing, some unsure of their answers.

T: Then how can you convince us that your conclusion is correct?

S3: I can write my proof on the blackboard!

T: Good! Can you think about whether this is true? In this teaching segment, the teacher carries out diversified evaluation for different students, not only sets questions and answers for students of different levels, but also provides each student with a thinking environment and an opportunity to answer, encouraging and praising students through language expression, body movements and eyes. When students and the teacher's expected answers are inconsistent or there are mistakes, the teacher does not criticize students, nor deliberately push students to their desired results, but take advantage of the situation, encourage students to express their own ideas and conclusions, timely feedback in the way of mutual evaluation of students. This not only respects the differences among students, but also protects students' self-esteem and self-confidence, stimulates students' learning motivation to explore new knowledge, and cultivates students' learning spirit to dare to question.

REFERENCE

Analysis Of the Significance of Youth Fun Basketball Activities

Xie Ronghua
Shandong Vocational College of Industry, Zibo, Shandong 255000, China

Abstract: As an innovative form of basketball, more lively and interesting fun basketball can effectively mobilize the enthusiasm of teenagers to participate in physical exercise, and promote the improvement of their physical health level. This paper uses literature to study the promotion effect of fun basketball activities on the physical health of teenagers, aiming to explore the positive role of fun basketball activities on their physical fitness and provide reference for the physical education of teenagers in the future.

Keywords: Basketball Activities; Teenagers; Physical Health

1 STATUS STATUS OF PHYSICAL DEVELOPMENT OF ADOLESCENTS

In recent years, sports and fitness have become an essential part of people's life, especially for teenagers. However, the physical health problem of teenagers has attracted more and more attention. And schools have also begun to invest more and more sports projects into the youth physical education teaching. Teenagers are in the key period of physical development and physical sound form, find the appropriate scientific sports method is crucial, and fun basketball can effectively stimulate youth participation in sports, improve the physical health level of teenagers, help teenagers good good sports awareness and habits, is worth comprehensive in the youth physical education teaching.

1.1 Sports activities are lack of richness and fun
Influenced by the traditional education concept, youth physical education has not been valued, although in recent years, our country increased the intensity of youth sports teaching reform, but most of the teenagers in school physical education has similar template and content, sports activity form is relatively single, lack of interest, so make most teenagers lost sports enthusiasm and enthusiasm, not effectively achieve the purpose of improving physical fitness.

1.2 Sports thought lacks overall and long-term
There are still many schools to carry out the starting point of youth sports, just to form perfunctory, did not really realize the physical exercise can benefit for the healthy growth of teenagers, also ignored the youth psychological demand for sports, which leads to the lack of goal and long-term, no planning, lack of as a whole, more chaotic and random, did not achieve the development of adolescent physical health education goals.

1.3 Lack of perfection and safety of sports conditions
The lack and lack of sports conditions and also affect and hinder teenagers normal participate in sports activities is an important factor, because most of the school funds and resources are used to improve cultural teaching environment, so many school playground has not realized all plastic laying and functional areas, is generally a variety of sports common space, cause teenagers in participating in sports accident injuries, affected the youth to participate in sports to promote physical health enthusiasm.

2. THE SIGNIFICANCE OF FUN BASKETBALL ACTIVITIES FOR TEENAGERS

2.1 Improve the physical metabolic ability and cardiopulmonary core function of adolescents
Traditional basketball in the formal teaching and training, the intensity and requirements will generally be very high, which may not play a role in relaxing and enrich the extracurricular life for teenagers, but will cause a certain psychological pressure and burden. But fun basketball is different, its purpose is to focus on fun, to simplify the action technology of conventional basketball moderately simplified, and combined with some modern elements, it is easier to cater to the aesthetic value of contemporary teenagers, more conducive to the development of physical health quality, the content of fun basketball also includes passing, dribbling, defensive shooting and other processes. In the process of competition simulation and confrontation, the players of both sides retain the initiative and adjust the speed and orientation according to their own body reaction and coordination and control ability. In this process, teenagers will run, jump, squat and other large movements, and these more explosive behaviors will directly stimulate the improvement of heart rate, so as to strengthen their own metabolic ability and cardiopulmonary coordination function. In the long run, teenagers can gradually build up a relatively strong cardiopulmonary function and outbreak power.

2.2 Improve the bone endurance and muscle and joint strength in adolescents
Fun basketball action essentials contain a lot of fancy skills, these fancy skills not only enhance the basketball viewability and fun, but also are a test for teenagers' training and learning, and teenagers need to mobilize their physical muscles and bones at the same time. Previous statistical studies have shown that adolescents are in the stage of rapid bone growth and development, and a large amount of calcium is needed to support bone formation and growth. But if sitting for a long time, lack of exercise and light, will not be conducive to the absorption and stability of calcium ions, easy to calcium loss to lead to osteoporosis or low height problems. And fun basketball activities, let teenagers in sports constantly strengthen the exercise of their bones and use, although it may cause certain wear, but as long as the control degree, these injuries can recover, at the same time is greater benefits, let the body in a state of excitement, muscle also got the
telescopic exercises, more conducive to teenagers to form a good constitution and body.

2.3 Improve the nerve agility ability and mental quality of teenagers

The establishment and promotion of adolescent physical health includes not only the improvement of physical motor function, but also the agility and flexibility of mental thought activities. Fun basketball activities are carried out in the youth group, which can give full play to the youth vitality and inner victory and self-esteem of the teenagers in this age group. Fun basketball activities generally by multiple team, in the process of the team can be good exercise youth team cooperation ability and collective sense of honor, understand that each of us only through peace to help the overall victory, for teenagers to lay a good world outlook values, then in the competition, by abiding by the rules, can let teenagers to establish a fair and just sports values, no matter whether teenagers are engaged in basketball sports industry, can bring the professional ethics and life concept to work, do a duty, humble, friendly and kind people. From this point of view, the development of fun basketball activities strengthens the development of teenagers' healthy psychology, and is conducive to promoting the establishment of correct sports habits, so as to cultivate a healthy physique.

2.4 Improve the comprehensive athletic ability and flexible agility performance of teenagers

Fun basketball is only one of the sports activities that teenagers can participate in, but compared with the traditional track and field sports, fun basketball is more widely used and combined with technical skills, and is more flexible, both in actual combat and rules. The body bones of teenagers have not been fully developed, and their own bodies have strong sports potential. Fun basketball integrates footsteps, legs, wrists, upper body and other activities and operation, showing a coherent process of dribbling, passing and layup movement. In a single shooting link, teenagers need to adjust different jump shot strategies according to their distance and orientation from the blue frame, which is a comprehensive mobilization for the muscles of the body. The body needs to always maintain a state of excitement and tension. So it largely stimulates the exercise potential of the musculoskeletal muscles of teenagers, enhancing flexibility and agility. This flexibility can help teenagers in the future in response to a sudden emergency, timely adjust the body to deal with the body, reduce the damage and damage to the body.

3. THE IMPLEMENTATION PATH OF YOUTH FUN BASKETBALL ACTIVITIES

3.1 Enrich interesting and interesting basketball training activities combined with small games

The purpose of fun basketball activities is fun, so when carrying out among teenagers, we must respect the interest direction of teenagers, the form of activities should be varied and rich, not confined to some fixed mode of practice. You can choose some popular small games in the current mobile phone small video software, as a warm-up before the start of fun basketball activities, when passing the ball, you can also add some game movement requirements.

3.2 Adopt hierarchical methods to realize differentiated training and teaching

Although fun basketball plays an important and positive role on the physical health of teenagers, due to the significant differences in the physical foundation, we should also pay attention to the stratified and differentiated treatment among teenagers. For some teenagers with good physical function, they can group some more intense fun basketball games, while some teenagers with weak body can organize the fun basketball experience activities with less exercise and low difficulty, to ensure that every youth can feel the fun.

3.3 Go out of the campus classroom to carry out fun basketball social practice

The purpose of physical sports activities is not only to strengthen the physical quality of teenagers, but also need to have certain social value and significance, so social practice is also an essential link for teenagers to carry out fun basketball activities. We should properly get out of the campus comfort zone, enter the society, participate in community service and public welfare projects, and use what young people have learned to help more people, so as to benefit more people through fun basketball activities.

3.4 Improve the number and proportion of fun basketball activities

An important obstacle to the development of fun basketball activities is that teenagers have more daily learning time and leave less time for sports, so in order to strengthen the significance and value of fun basketball activities, they should also be carried out appropriately and scientifically extended. Teenagers should have a certain sense of self-management and conscious sports, and use their spare time to actively participate in fun basketball activities, and the school should also provide a good environment and perfect facilities for teenagers to exercise and exercise at any time.

4 SUMMARY

Due to the influence of teaching pressure, life rhythm and other factors, teenagers are relatively lack of physical exercise, so the formation of physical health and the establishment of good habits are insufficient and defects. the emergence of fun basketball makes up for this problem in a timely and effective manner. It helps teenagers to carry out basketball learning and training in a more relaxed and lively way, adjusts the difficulty, and is more likely to be accepted by teenagers, so it has a very significant positive role in promoting teenagers. In the process of practical application, we should also pay attention to the combination and design of methods and methods, and pay more attention to the combination of work and rest and the reasonable transformation, not only to give full play to its fitness value, but also to realize its aesthetic and entertainment significance.

REFERENCE

On the Application of New Han culture Design Elements in Interior Design

Guorui Li, Sisi Wang
Shaanxi Fashion Engineering University, Xian, Shaanxi 712046, China

Abstract: With the continuous development and progress of social and economic construction, the overall consumption level and consumption concept of Han culture residents have changed significantly. Under the background of the diversified development of interior decoration design, the integration of Han culture elements and modern design, the combination of traditional elements and modern elements in interior design, and the creation of interior design concept with traditional charm under the concept of modern life is a pursuit of modern residents for the living environment. The New Han culture has gradually become a popular style in interior decoration design. This paper discusses the application of new Han culture design elements in interior design.

Keywords: New Han culture; Design Style; Design Elements; Interior Design; Application

1. INTRODUCTION
For a long time, traditional cultural elements have been widely used in interior design, and they are also an important resource for modern designers to continuously explore and innovate. The combination of modern design and style, on the basis of meeting the aesthetic needs of modern people and the diversified needs of indoor space functions, combined with the concept of modern indoor space design and integrated into traditional cultural elements, makes the indoor space not only have modern design style, but also reflect the traditional cultural mark. The interior design of new style is the absorption and innovation of traditional culture, and injects the attribute of traditional culture into the interior space design.

2. CONCEPT OF NEW STYLE
The new style has long occupied the design and decoration of our country decoration field. It is the product of the combination of modern design and traditional interior design culture. With the continuous development of our country economic construction, people pay more and more attention to national consciousness. In the modern society with ubiquitous European and American culture, people begin to look for cultural elements as psychological support, and integrate more classical elements into modern decoration products in interior decoration, the new style came into being. It not only has the concept of modern decoration, but also has the classical charm of architecture. It is simple, friendly but full of connotation.

In the new interior design, the furniture design is mainly dark, and the interior structure pays attention to the simple and smooth lines and integrates with exquisite carving. In the interior decoration design, many decorative elements are also developing in the new style design, such as decorative calligraphy and painting, porcelain, ornaments, Bogu frame, etc. Most of the new style are symmetrical layout, with rich and heavy colors, simple shape, strong sense of hierarchy and elegant style, Pursue a state of indifference and detachment.

3. CHARACTERISTICS OF NEW STYLE IN INTERIOR DECORATION

3.1 Pay attention to structural layout
In the new interior decoration design, the structural design of space is very important. The structural layout occupies an important position in the traditional cultural interior design. The new interior design is constrained by the modern architectural form, retains the symmetrical layout in the traditional culture, and changes the symmetrical layout of the overall pattern to the local symmetrical layout. This change can also make the interior design more calm, generous and textural.

In our country traditional culture, the sense of design hierarchy and structural permeability are the core issues of design. Some large families will divide the structure according to the number of people, the size of activity structure and the degree of privacy, and use screens, clothes hangers and wooden doors to make the structure more hierarchical. The new style design also uses traditional elements to divide the structure in dealing with the structure, which is not only to enrich the indoor structure, but also make the indoor decoration design more classical.

3.2 Exquisite furnishings
The application of new interior decoration style in furnishings is relatively innovative. Through the perfect integration and penetration of new and old materials, new design is innovated. The new style continues to use decoration materials with traditional charm. However, most of the traditional style materials are rare and expensive, so they are not suitable for mass production.

3.3 Ingenious collocation of space color
The new interior decoration design mostly focuses on dark color in color application, and pays attention to the design style of thick but not gorgeous. The traditional style color is more a symbol of status, grade and taste based on color. The traditional style is generally calm or resplendent. Most of the decoration choose brown as the main color, but if the color application is too monotonous, the overall design will appear too depressed and lifeless. Therefore, the lighting needs to be adjusted. In the interior home design, the tone of the lighting is mainly low, so as to maintain the unity and coordination of the overall style of interior design.

The interior design of the new style mainly selects the use of colors according to the overall style of the interior space, so as to reflect the atmosphere, simplicity, modesty and steadiness of the interior space. It likes a more elegant and
fresh style. In terms of decoration, you can choose bright colors, such as plum blossom red and lake green for interior decoration, so as to add some liveliness to the overall fresh and elegant interior space [2].

4. APPLICATION OF NEW STYLE IN INTERIOR DESIGN

4.1 Application of design elements

Application of traditional decorative symbols: the character symbols of culture have various changes and various types. There are countless famous calligraphic masters in history. the development of characters is mixed with rich and complex emotions. characters with beautiful meanings such as "Fu, Lu, Shou, Xi and Kang" have become the decorative symbols of new interior design and the favorite patterns in public interior design. Take "Xi" as an example. This word is one of the most popular characters in our country. It has a positive and optimistic meaning. the good will of "Xi" drives the people's love for magpies, which has also become an auspicious decorative pattern.

Classic traditional elements: classical architecture, represented by palace architecture, has a magnificent indoor style, magnificent and magnificent, carved beams and painted buildings, resplendent and resplendent. the style pays attention to symmetry in shape and contrast in color. Most of the decorative materials are wood, and the patterns are mostly dragons, phoenixes, turtles and lions, which are carefully carved, such as window roots and brick carvings to show the beauty of traditional culture. They are often used for local decoration, Enrich the overall space [3].

4.2 Application of design techniques

Combination of formal decoration and functional decoration: apply traditional furnishings to interior design to create a new style. In the application, pay attention to the number of placement should not be too much. In the new interior decoration design, we can't blindly pay attention to the stacking of traditional elements. There should be a "degree" in the application of the same space. If we use too many elements, the indoor space will appear boring and superficial. When choosing decorative items, we must take the overall interior decoration style as the keynote, and deeply understand whether the meaning and style of decorations are consistent with the overall interior design style, so as to ensure the consistency and coordination of the overall interior style.

Create the traditional artistic conception of space: the traditional culture is relatively mature in interior design, and the traditional elements are familiar to residents in life. In the new interior design, the traditional elements cannot be copied directly, but the cultural connotation should be expressed, the value and connotation of traditional culture should be deeply excavated, and the traditional elements should be consolidated and designed according to the fundamental form of traditional elements, so as to inherit the national culture in the way of interior design. In the application of interior design elements, designers should not be too old-fashioned, give full play to the spirit of innovation, grasp the connotation of traditional culture, make more efforts in traditional element patterns and words, and create traditional artistic conception in the new interior design space.

5. CONCLUSION

To sum up, each nation has more or less left valuable cultural property in the long history. In the process of human development, different design styles and aesthetics have been bred in combination with the background of the times. In the modern society with constantly changing design and aesthetics, the new design style has gradually become a popular. the "new" here refers to the innovative application of the traditional style through the combination with the modern interior design concept, on the basis of meeting the aesthetic needs of modern people and the functional needs of interior space, it lays a traditional cultural mark for interior design and endows interior space design with cultural attributes.

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Research On the Subject Service Innovation of University Library Under the Background Of "Double First-Class" Construction

Jie Bi
Hebei Agricultural University Library, Baoding, Hebei 071000, China

Abstract: Under the background of double first-class construction, it is very important to promote the innovation of academic service in university library. Therefore, the relevant personnel should make more efforts to analyze the problems existing in the disciplinary service of university library, and put forward innovative measures, hoping to provide conditions for the sustainable development of university.

Key Words: Double First-Class; Colleges And Universities; the Library; Disciplinary Service Innovation

1. INTRODUCTION

In the new era, colleges and universities need to pay attention to reform and innovation, double first-class construction has become the general trend. The disciplinary service of university library is the key to carry out double first-class construction, so the disciplinary service of university library should start from the grassroots, plan the work scientifically, strengthen the connection between the book resources and the subject research, create a special platform to achieve the goal of resource sharing, and provide support for the development of higher education.

2. PROBLEMS EXISTING IN THE SUBJECT SERVICE OF UNIVERSITY LIBRARY

At present, there are still some problems in the disciplinary service of university library, which need to be fully paid attention to and analyzed by relevant personnel. The common problems can be summarized as follows:

2.1 Lack of service concept

First, because the university library is a teaching guidance department, some schools do not pay much attention to it, which leads to its relatively low status and less available resources. From an objective point of view, it is not conducive to the improvement of the service level of the subject, and has not formed a perfect service mode. Secondly, some subject librarians have low service enthusiasm and are unable to work according to requirements, and the services they carry out are difficult to provide support for the personalized development of users. Without further research on user needs, the service level is relatively low and it is difficult to apply resources efficiently [1].

2.2 Insufficient human resources

At present, the number of subject librarians in some universities is relatively small, and there is a big gap in education level. Some subject librarians need to provide services for different disciplines, and some subject librarians even receive different education and service disciplines. In addition, discipline management in universities is likely to be composed of non-professionals without professional training, and the services provided are not standardized. As a result, it is difficult for the subject service to be recognized by users, and there are problems in the cooperation between the two parties, which is not conducive to the improvement of the level and quality of the subject service.

2.3 The quality of the constructed disciplinary service platform varies

According to the investigation and analysis of relevant materials, it is found that the construction ability of the subject service platform of some university libraries is low, the service mode used is relatively fixed, and the subject management and service items are not clear. First, Chinese universities do not pay much attention to the construction of library subject service platform, and the service mode needs to be further supplemented. At present, most colleges and universities will apply Web2.0 technology, although this technology has a certain sharing, integration and interaction. However, the lack of flexibility, the function is not reflected.

Second, the construction of disciplinary service platform is relatively backward and cannot be used efficiently. Most of the disciplinary service platforms constructed by colleges and universities can only be applied to traditional services without showing the key role of disciplinary service. the content provided by the platform is not consistent with the actual needs of users. Service platforms lack knowledge and do not pay attention to the accumulation of knowledge, causing many problems. In addition, the subject service column is also difficult to display, the way of participation is relatively fixed, and interaction is not emphasized. Finally, the disciplinary service platform has not clearly positioned itself, and the library does not know the advantages and disadvantages of each platform, resulting in repeated construction for many times [2].

3. INNOVATIVE MEASURES OF DISCIPLINARY SERVICE IN UNIVERSITY LIBRARIES UNDER THE BACKGROUND OF DOUBLE FIRST-CLASS CONSTRUCTION

Under the background of double first-class construction, disciplinary service innovation of university library plays a very key role. Relevant personnel should make clear the advantages and disadvantages of disciplinary service of university library and carry out work from the following points to promote disciplinary service innovation of university library:
3.1 Set appropriate goals
There is a certain gap in the overall strength of colleges and universities, and their advantages are also different. Therefore, it is necessary to consider the actual situation of colleges and universities to set appropriate goals when carrying out the double-first-class construction. Colleges and universities need to do a good job in the library subject service planning, and make full use of the Internet and other modern technology, so as to make full use of resources. In this process, it is necessary to integrate the university resources and improve the utilization rate of resources. Some key subjects will set teaching objectives for different stages, and build a perfect system to make the government, society and schools more closely connected, and provide support for the development of the double First-class work.

3.2 Learning successful experience abroad
We need to learn successful cases when carrying out double first-class construction work. Some achievements have already been made in the world. Relevant universities should take the initiative to learn from others' successful experience and optimize it based on their own reality [3]. In the study, Internet technology can be used as the basis to build online university library subject service mode, to ensure that the library management system can show its due value, to provide support for the development of internal management work, so that students experience high-quality subject service.

3.3 Establish a sound risk assessment system
The university library needs to supplement the service system, link the work of the university with the service evaluation system, and clarify the responsibilities and obligations of different staff of the university library. The library subject management personnel should know the subject service level in the first time so as to make the library subject service work more orderly. Subject librarians also need to take the initiative to join the evaluation system, evaluate the work of subject service librarians regularly or irregularly, build a perfect reward and punishment system, make them actively participate in the work, and provide conditions for double first-class construction.

3.4 Enhance the team service level
Double first-class construction is the key task of the development of colleges and universities in the new period. In this process, the team service level plays a very key role, and it is necessary to enhance the team service level to make the discipline service occupy an advantage in the competition. The library management department also needs to develop appropriate talent cultivation programs, build a strong overall strength of the work team, so as to ensure that the subject management personnel have a high knowledge reserve and rich experience. It also analyzes the realistic situation of the staff and uses appropriate ways to work, so as to improve the service quality of library subject.

3.5 Building a Resource Sharing Service Platform
From the analysis of the current situation, it is found that there is little communication and exchange among universities, which makes it difficult to achieve the goal of sharing disciplinary resources [4]. Therefore, relevant personnel must improve the existing problems, achieve the goal of resource sharing, and make the cooperation between universities more smooth. At present, the number of talents in some universities is relatively small and there is not enough capital. The construction of resource-sharing service platform can improve this situation. To break the imbalance of regional development and improve the utilization rate of teaching funds.

4. CONCLUSION
In the new era, subject service plays an increasingly prominent role in university library, which can provide support for double first-class background. Therefore, relevant personnel should form a correct understanding of subject service and improve the quality of subject service. However, there are still some problems in the subject service of university library, which requires relevant personnel to carry out service innovation from reality and provide support for the development of society.

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Exploration And Practice of Ideological and Political Construction of Architectural Management Courses in Application-Oriented Universities

Xiaoqing Cai  
School Of Building Management, Chongqing Metropolitan College Of Science And Technology, Yongchuan, Chongqing 402167, China

Abstract: With the continuous advancement of educational reform, ideological and political education has become the key content of college education. At the National Ideological and Political Work Conference of Colleges and universities, it is proposed to form synergistic effect between various subjects and ideological and political theory courses, so as to realize all-round and whole-course education, so as to promote the improvement of ideological and political education. This paper aims to study the path of ideological and political construction of architectural management courses in application-oriented universities.

Key words: Application-Oriented Universities; Major In Construction Management; Curriculum Ideology And Politics; Construction Path.

1. INTRODUCTION

Course education as an important part of modern education concept, education and traditional education course is that the gap between the traditional education to professional education courses, and course education is carried out in various disciplines in ideological education, excavate ideological elements of professional courses, is the important way to promote the development of education education deeply. In this paper, the ideological and political construction of the courses of architectural management majors in application-oriented universities is taken as the starting point to promote the level of ideological and political education in universities in China.

2. DIFFICULTIES IN DEVELOPINGIDEOLOGICAL AND POLITICAL COURSES FOR ARCHITECTURAL MANAGEMENT MAJORS

2.1 It is difficult to explore the internal relationship between professional courses and ideological and political education

Construction management majors have the dual attributes of engineering and management, and cultivate interdisciplinary talents engaged in engineering. Didn't pay attention to in the process of long-term education thought education, making a lot of professional teachers in the teaching process to float to the surface, not dig into professional courses and ideological education between inner link, but simply the ideological knowledge of blunt into professional courses, teaching effect is not ideal, not only the students for the course education way also presents the disgust emotion, It is not conducive to the in-depth development of ideological and political courses.

2.2 Inaccurate grasp of ideological and political content

Architectural management majors are courses with strong engineering attributes. In order to guarantee the ideological and political education effect of the courses, ideological and political education content must be carefully suspended and ideological and political education should be properly integrated into professional teaching. However, there are obvious differences in teaching methods and teaching objectives of different architectural management courses, so it is difficult to adopt a unified curriculum ideological and political education model. Therefore, how to promote the selection of ideological and political content of the curriculum for architectural management majors is an important way to improve the ideological and political efficiency of the curriculum [1].

2.3 The goal of ideological and political construction is vague

In the course of ideological and political development of architectural management specialty courses in application-oriented universities in China, an obvious problem is that the goal of ideological and political construction is vague. In the teaching process, professional teachers are not clear about the overall direction of ideological and political education and the way of exploring ideological and political elements, so they cannot distinguish the educational goal of ideological and political education in the course and just take it as a teaching goal. Ideological and political courses become formalized, and ideological and political theory and practice want to be separated, which has become an important factor affecting the ideological and political construction of architectural management courses.

3. PRACTICAL PATH OF IDEOLOGICAL AND POLITICAL CONSTRUCTION OF ARCHITECTURAL MANAGEMENT COURSES IN APPLICATION-ORIENTED UNIVERSITIES

3.1 Strengthen top-level design

Architectural management courses in colleges and universities present diversified characteristics, and have different talent training objectives in different professional courses, so that teaching methods and teaching evaluation are greatly different. And in the course of ideological and political education is reflected
in the effectiveness of ideological and political education. At present, the development of ideological and political courses of architectural management majors in application-oriented universities is easily restricted by various factors, resulting in the unbalanced development of ideological and political education in professional courses. Therefore, colleges and universities should highlight the intrinsic value needs of ideological and political courses, so as to enhance students' learning motivation to achieve the goal of ideological and political education. Universities should focus on building management class point of convergence between the road and ideological elements, play the advantages of course education, to promote the continued convergence between, to shape the students' ideological and political morality, so as to let students feel the charm of education education in the professional course, reflects the diversity of political education course in colleges and universities.

3.2 Exploring ideological and political connotation
The teaching mode is an effective combination of multiple teaching links. By integrating ideological and political elements into the teaching mode of architectural management professional courses, the whole process and all-round curriculum ideological and political can be carried out, the university and teachers should strengthen the professional courses of ideological elements in mining, finishing ideological connotation to stab into education curriculum development, such as building will be involved in the management major "spirit", "ethics", "socialist core values" and so on a series of ideological elements, promote the combination of professional education and political education education [2]. At the same time, as an important symbol of national development, strengthening students' cultural confidence is an important goal of ideological and political education. Teachers can show students China's advantages in architecture by watching videos and taking excellent architectural management cases as examples. "China speed" has led the world. By exploring ideological and political connotation in professional courses, it can promote students to develop excellent ideological and political quality, which is of great benefit to their future career development.

3.3 Base on reality
Colleges and universities should base on the current situation of development to solve various problems in the course of ideological and political development of architectural management courses. Teachers of architectural management professional courses have different attitudes towards curriculum ideological and political education. Some teachers believe that curriculum ideological and political education will increase the original teaching burden and slow down the teaching progress, while others believe that professional quality and ideological and political education are equally important. In fact, the ultimate goal of curriculum ideological and political education is to meet the diversified needs of students and develop their professional ethics and professional skills together. Therefore, it is of mainstream value to carry out curriculum ideological and political education. Therefore, in the course of ideological and political construction, ideological and political education should be viewed correctly from multiple directions and angles. On the one hand, curriculum ideology and politics are the auxiliary of professional education, on the other hand, it is also the standard of students' behavior. Only by combining the two can professional talents with "craftsman spirit" be created.

3.4 Strengthen the construction of ideological and political teaching team
The ideological and political teaching team is directly related to the high quality of ideological and political education in colleges and universities, so we must strengthen the construction of teachers. Colleges and universities should actively take various measures to assign tasks and responsibilities to each member of the curriculum ideological and political teaching team, and improve the structure of the teaching staff, which should include ideological and political teachers, professional teachers and other different types of teachers, so as to realize the linkage between various departments of the school and carry out demonstration teaching and learning. Secondly, the ideological and political education ability of professional course teachers should be improved, especially for young teachers, whose teaching experience is far less than that of senior teachers, and they are easy to encounter difficulties in the course of ideological and political education. Only by encouraging teachers to participate in the scientific research projects of curriculum ideological and political education, and thus building a high-quality curriculum ideological and political teaching team, can the quality of ideological and political education in colleges and universities be steadily improved.

4. CONCLUSION
To sum up, as a curriculum system combining management and engineering, architectural management courses aim to cultivate excellent architectural management talents. And under the background of "big education", in the construction of curriculum education reform began to go deep into the various disciplines, in this paper, by studying the specialized courses for construction management difficulties existing in the ideological construction, and targeted puts forward some construction path, the top design, the mining by strengthening ideological connotation, based on the actual, such as a variety of ways, constantly promote the professional courses and ideological education, the integration between the So as to realize the two-way development of students' professional quality and ideological and moral quality.

ACKNOWLEDGEMENTS

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Teaching Implementation Report Of "Persuading Farmers to Be Honest and Reasonable--Economic and Business Accounting of Agricultural Enterprises"

Xueying Cai
Jiangxi Vocational College Of Industry & Engineering, Pingxiang, Jiangxi 337000, China

Abstract: Under the guidance of the general secretary's thought of socialism with characteristics in the new era, deeply implement the decision-making and deployment of the Party Central Committee and the State Council, launch and implement the "action plan for improving the academic qualifications of millions of high-quality farmers", promote the implementation of the fundamental task of Building Morality and cultivating people, improve the mechanism of combining morality and technology, build a high-quality school for Rural Revitalization and talent training, and significantly improve the quality level of cultivating high-quality agricultural and rural talents in agricultural vocational colleges. In this context, 16 class hours are selected for the teaching design and implementation of agricultural basic accounting course for the students of social recruitment accounting class, and an implementation report is formed.

Key Words: High Quality Farmers; Establish Morality And Cultivate People; Rural Vitalization Instructional Design; Implementation Report

1. OVERALL DESIGN
1.1 Module content analysis
Economic business accounting of agricultural enterprises is the content of project 2 in module 2 of the professional basic course Fundamentals of agricultural accounting, which was opened in the first semester of the freshman year of accounting major (agricultural accounting direction) with the enrollment expansion of 1 million in higher vocational education, one village and one university engineering.

Figure 1 overall framework of the course

1.2 Academic situation analysis
The teaching object of this course is the students of social enrollment accounting class 19XX. The learning situation of social students is relatively complex and the learning foundation is uneven. Some students have engaged in accounting work in township enterprises and have certain practical work experience. Some township small business owners have their own business experience. Some students are new farmers and have no relevant business foundation. In view of the complex learning situation, when designing the teaching module, the teaching team divides 20 students into four groups according to different student identities: revitalization group, Chuxin group, Xingnong group and innovation group. Through the preclass questionnaire, the following learning situation analysis is obtained.

Figure 2 16 class hour allocation framework

1.3 Teaching objectives
Adhere to the general requirements of cultivating the "three rural" working team of "understanding agriculture, loving rural areas and farmers" and the new professional farmers of "loving agriculture, understanding technology and good management". Actively explore and research to form a "four four five two" talent training mode, and determine the teaching objectives and the implementation
of post ability training objectives according to the curriculum standards of "one village one college student engineering high-quality farmer accounting professional training scheme" and "Fundamentals of agricultural accounting".

1.4 Teaching resources
The teaching team constructed complete curriculum resources on the super star Fanya network platform, designed the capital circulation flow chart of agricultural enterprises, ran through the 16 class hour teaching, conducted in-depth research on the designated poverty alleviation enterprises in the school, and planned for the accounting and processing of agricultural enterprises. the latest 1+X financial sharing financial robot is used for accounting processing.

2. CLASSROOM TEACHING IMPLEMENTATION

2.1 Teaching strategies
Affected by the epidemic situation, this course adopts the double line mixed teaching method to carry out the teaching of double line coexistence. Through four platforms: superstar Fanya online learning platform, Tencent classroom live broadcast platform, 1+X Certificate Financial Sharing training platform and basic accounting situational teaching platform; Multi space: teacher space, student space; Five dimensions: knowledge objectives, ability objectives, literacy objectives, teaching priorities and teaching difficulties, and complete online and offline teaching during the epidemic.

Before the class, the real cases of poverty alleviation enterprises were distributed and discussed in groups. During the class, the key and difficult points of teaching were resolved through super star smart classroom platform, basic accounting situational teaching platform, 1+X certificate Zhengbao Financial Sharing Platform and animation. After class, the project tasks were deepened through the distribution of tasks and extracurricular expansion activities.

2.2 Implementation process
2.2.1 In the decisive year of poverty alleviation, plan for the funds of poverty alleviation enterprises
In order to solve the students' doubts about national support policies and fund-raising methods. Through the real cases of poverty alleviation enterprises, the teaching team designated poverty alleviation cadres of the school, founded township enterprises according to the policy, and explained the types of fund-raising methods in terms of fund support. And through the platform to release tasks, group discussion to solve the problems encountered in practical work.

2.2.2 Go into the help enterprise and analyze the procurement cost with the growth of "sun" girl
In order to have an in-depth understanding of the business process accounting of agricultural enterprises, the teaching team understood the whole process of agricultural products bamboo fungus from seed procurement, planting, cultivation and harvest through practical research, and made the students understand the accounting process of agricultural products through video situational teaching. the research materials integrated into the classroom made the classroom more authentic. the loose leaf teaching materials jointly developed with the enterprise are used in the classroom to calculate and process the real case tasks, form a result upload platform, and the teachers give scores to complete the teaching.

2.2.3 Handling of special sales methods of "poverty alleviation hand in hand, great love and heart to heart" during the epidemic period
This year's sudden epidemic has caused unsalable agricultural and sideline products of poverty alleviation enterprises. Poverty alleviation cadres have also entered the live broadcasting room, incarnating as "anchor" and "endorsing" the local characteristic product "zhushun", which has been highly praised by netizens and the masses.

At the same time, manager Liu encountered some problems in the accounting treatment of sales collection. the classroom was introduced from the problem situation and carried out the teaching in this classroom. Through solid professional knowledge, teachers, Use superstar smart classroom platform flexibly, and use voting, group discussion, rush answer and other methods to break the key and difficult problems one by one. Finally, the introduction of 1+X Financial Sharing certificate system, RPA financial robot accounting era, how students should deal with it.

2.3 Effectiveness of teaching implementation
2.3.1 The learning interest and efficiency of social recruitment students have been significantly improved
In view of the different identities of social recruitment students and the uneven basis of learning and ability, the teaching team has effectively stimulated students' interest in learning, generated learning motivation, expanded learning time and space and broke through the limitations of traditional classroom through the teaching strategy of "double line integrated mixed teaching, four platforms, multi space and five dimensions". At the same time, teaching activities have been greatly improved, and students have further adapted to the current teaching methods. Through self-evaluation, mutual evaluation between groups, evaluation within groups, teacher evaluation methods, students' abilities of analysis, accounting, communication and cooperation have been greatly improved.

Figure 4 evaluation of students' accounting ability
2.3.2 The informatization level and platform operation ability of social recruitment students have been improved. During the epidemic period, through online and offline teaching, social recruitment students were exposed to new teaching methods. Through the learning platform, situational teaching platform and financial cloud accounting platform in the financial sharing of 1+X certificate, they understood and had the corresponding accounting ability one by one about the knowledge points related to fund raising, preparation process, training process, sales process and financial accounting processing in the basis of agricultural accounting.

2.3.3 Create favorable conditions for students' entrepreneurship services through paired assistance, exchange and investigation, platform construction, technical guidance and project support. Adhere to the unlimited extension of education and entrepreneurship services during school, and extend from classroom education to the front line of entrepreneurship. Provide business support for poverty alleviation enterprises, carry out business training, and promote students to learn from each other, exchange what they need and learn from each other. Guided by students' needs, play the role of matchmaker, bridge between social recruitment students, carry out on-site visits, learning and exchanges, or project demonstration in the early stage of entrepreneurship; Or in case of difficulties, we need to learn from the experience mode to get through the difficulties; Or on the way of transformation and upgrading, we need to find a breakthrough; Or in case of business bottleneck, we need to provide guidance, or promote group development, and cooperate in industrial development, production services, marketing and promotion to realize capital cooperation, stock cooperation and technical cooperation.

3. TEACHING CHARACTERISTICS AND INNOVATION

3.1 Precise talent selection, precise talent cultivation and precise talent assistance: implement the scheme of expanding the enrollment of 1 million people in Higher Vocational Education proposed in the government work report. The teaching objects are veterans, laid-off and unemployed, migrant workers and new professional farmers. Adhering to the general requirements of cultivating the "three rural" working team of "understanding agriculture, loving rural areas and farmers" and the new professional farmers of "caring for agriculture, understanding technology and good management", through the exploration and practice of the teaching team, the "4452" talent training mode has been innovated and formed. Take "learning well, using well, staying and leading" as the talent training goal; Take the "four rules" of "addition, subtraction, multiplication and division" as the characteristics of talent training; Adhere to the specific measures of "five talents" of "setting up specialties, developing courses, selecting teachers, compiling teaching materials and building bases"; Adhere to the "two extensions" to serve students' entrepreneurship.

3.2 Integrate into 1+X certificate of Finance sharing and the intermediate certificate system of the application of information technology in the industry and wealth integration: "Internet plus accounting" RPA financial robot has helped the financial intelligence era to come. Combined with the implementation of 1+X Financial Sharing primary certificate and business integration application system. Financial sharing intelligence has become the wind vane and thermometer of the overall intelligence level of enterprises. With the establishment of Enterprise Financial Sharing Center, standardized and repetitive affairs will be automated and intelligent, and it is inevitable for robots to replace part of human work. The teaching team actively participated in the implementation of the 1+X certificate system, and all four teachers participated in the training and obtained corresponding certificates.

3.3 Focus on deep integration with enterprises: loose leaf teaching materials are jointly developed by "double qualified" enterprise mentors and teacher teams with school enterprise cooperation and full-time and part-time combination. The teaching team has won the first prize in the provincial vocational college teaching ability competition, the second prize in the national vocational college teaching ability competition, 2 teaching achievement awards above the provincial level and 3 provincial boutique and online shared courses.

4. REFLECTION AND IMPROVEMENT

4.1 Continue to provide more financial accounting assistance to poverty-stricken enterprises, and customize the course content according to the identity characteristics of social students. Integrate the theory of RPA+4 into the practice of the pilot courses, and actively participate in the construction of RPA+2.4 robot related knowledge.

4.3 Continue to improve the construction of curriculum resources, deepen the integration of schools and enterprises, and continue to develop loose leaf textbooks more in line with the characteristics of agricultural accounting.

4.4 Strengthen classroom ideological and political education, do a good job in the decisive battle against poverty, and implant the thought of labor education in the classroom.

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Study On Orientation and Development of Rural Tourism Industry in Mountain Back Area of Guilin

Yiwei Cai, Qianru Zhang, Yajun Jiang*
College Of Tourism And Landscape Architecture, Guilin University Of Technology, Guilin, Guangxi 541004, China
*Corresponding Author.

Abstract: Under the background of Rural Revitalization and development strategy, rural tourism is an important way of Rural Revitalization. With the establishment of Guilin rongchuang international tourism resort in dashanbei area, the surrounding villages have ushered in the opportunity of tourism development. Determining the development orientation of its tourism industry is the first step in the development of rural tourism. Based on the theory of tourist demand, this paper studies the development orientation of rural tourism in dashanbei area from the perspective of tourist demand.

Key Words: Rural Tourism; Tourism Industry Development; Demand Theory

1. INTRODUCTION
In recent years, the degree of marketization of tourism has increased year by year and has become a pillar industry of the national economy. Tourists tend to have diverse and rich tourism needs, and pay more attention to the natural ecology and traditional culture of the destination in the process of tourism. Urban residents live a tense, crowded and noisy life every day. They are eager to experience the beautiful natural scenery and simple folk customs in the countryside. Rural tourism just meets the tourism needs of urban residents.

At the same time, China is promoting new rural development and urban-rural integration, which has promoted the growth of rural tourism market. In 2006, the National Tourism Administration launched the theme of "China's rural tourism", calling on people to experience "new countryside, new tourism, new experience and new fashion". With the strong support of the state, the development of rural tourism has received good policy and financial support. Rural tourism continues to heat up in China, and more and more villages benefit from the development of rural tourism. Rural tourism has played a more and more important role in improving the quality of life of urban and rural residents and promoting poverty alleviation in poor areas.

On June 26, 2021, Guilin rongchuang international tourism resort (hereinafter referred to as "rongchuang") ushered in a grand opening. This world-class "happy aircraft carrier" adds a "happy new business card" to Guilin, which is "the best in the world in landscape", with rich landscape culture, rich business combination and fashionable happy scenes. Rongchuang brings higher quality, richer culture and more joy to Guilin urban agglomeration and national tourists, plays a positive role in improving urban quality and urban economic development, and helps Guilin move forward to a world-class tourism city.

The East Bank of Xiaoshui River and the west side of dashanbei, known as the background board of rongchuang, among which sishang bridge, shangdengyuan, Dashankou, dashanbei, Dabu village and other places, are bound to be affected by the spillover effect of high-end leisure and vacation tourist market brought by rongchuang, which is an excellent period for the development of rural tourism. Before the opening of rongchuang, due to the establishment of Yuzi paradise, some residents in this area have carried out tourism activities by means of farmhouse, picking garden and sightseeing garden, but they have not reached the ideal tourism scale and industrial development.

Therefore, in the current period, before the development of rural tourism, it is very important for the government to guide the positioning and planning of local tourism development. Because the main body of its passenger flow mainly comes from the surrounding scenic spots, this paper is guided by the unmet needs of tourists in the surrounding scenic spots, determines the positioning of the development of rural tourism products in the dashanbei area on the West Bank of the Lijiang River, so that its rural tourism image can be deeply rooted in the hearts of the people, and finally realize the Rural Revitalization of the area.

2. LITERATURE REVIEW
2.1 Research on the concept of rural tourism
Scholars attach great importance to the research on the concept of rural tourism and believe that it involves the construction of rural tourism theoretical system, but the definition of the concept has not been agreed. Most of them explain some characteristics of rural tourism from their own research perspectives.

Spanish scholars Gilbert and Tung (1990) [1] believe that the objects of rural tourism are farms and pastures. Farmers provide services for tourists to experience rural life and engage in various activities in the rural environment. In essence, it is agricultural tourism. Bramwell and lane (1994) believe that rural tourism has four meanings: one is located in the countryside; Second, tourism activities take place in rural areas; Third, small-scale; Fourth, the social structure and culture of the tourist destination have folk characteristics, and tourism activities are basically related to local residents [2]. the European Union (EU) defines rural tourism as tourism activities carried out in rural areas. the definition given by
the World Tourism Organization (WTO, 1997) is "activities for tourists to stay, learn and experience rural lifestyles in and around villages (usually traditional villages in remote areas)" [3]. Fan Shuishui (2011) and others believe that rural tourism is a new type of industry with the background of "agriculture, rural areas and farmers", using agricultural resources, agricultural landscape and rural environment, relying on agriculture, forestry, animal husbandry, sideline and fishery production and rural cultural life, taking leisure farms as the carrier and improving people's experience in agriculture and rural areas. It has the combination of "three in one" of production, life and ecology and the functional characteristics of primary, secondary and tertiary industries [4].

2.2 Research on tourism demand

Scholars have carried out a lot of research on tourism demand, focusing on prediction, concept and characteristics. From the perspective of the huge demand of China's world heritage protection area and tourism market, it is confirmed that in view of the huge demand of China's world heritage protection area and world heritage protection area (2002), Wu Hu and others are facing the contradiction between China's tourism structure and the world heritage protection area. Then it discusses the necessity of strengthening the protection of world heritage sites in China [5]. Tao Wei et al. (2010) put forward the classification method of influencing factors of China's tourism demand and the future direction of tourism demand prediction research in the comparative study of tourism demand prediction between China and the West [6]. Liu run et al. (2013) made a multidimensional interpretation of the connotation of tourism demand in psychology, anthropology, sociology and culture, comprehensively analyzed the economic, cultural and social impact of tourism demand, and discussed the Enlightenment of tourism extravagance on Tourism Behavior in ethnic minority areas [7].

3. STUDY AREA

Dashanbei area is located at the junction of Caodi administrative village and Dabu administrative village in Yanshan district on the south side of Guilin city. Thanks to the location advantage of the national highway 321 Guiyang tourism corridor with an average annual tourist volume of 35 million people, it is also located at the edge of the buffer zone of the karst world landscape heritage protection zone on the West Bank of the Lijiang River. It has excellent peak forest pastoral landscape, excellent ecological living environment, unique customs of Han immigrants and profound local historical and cultural accumulation. It has a good foundation for the development of eco-tourism, cultural tourism and health tourism. In 2019, it was identified by Guilin as a new growth pole of high-end leisure and vacation tourism in the south of the city, which was planned and developed emphatically.

Around dashanbei area, there are landscape and historical and cultural development conditions such as the West Bank of Lijiang River scenic spot, the western area of Karst World landscape heritage, the Yanshan section of the East Canal of Guilin Guyun River, dagangbu Tang manor, Yanshan garden in Yanshan Town, Dabu ancient human site cave and so on. On the east side of the area at the back of the mountain, there is an ancient road about 8km deep from east to West in the mountain area of "wuguyijia" peak cluster depression, connecting the leisure tourism town on both sides of the Lijiang River in Caoping Hui Township and the whole region tourism demonstration area. Through the middle line of the Ancient Lijiang Liuzhou Road and village roads, you can reach Mingcun on the West Bank of the Lijiang River. You can visit the lawn Leisure Town, Guanyan in 4A scenic spot and Shenlong water world in 3A scenic spot through the Lijiang River; the northwest side is close to Guilin Garden Expo Park, the most beautiful Garden Expo Park in Guangxi; On the west side is rongchuang, the largest and highest level in Guangxi, with an annual tourism reception of more than 50 million; There are also scenic spots under construction in the northwest, such as Guilin Republic style town with "the first garden in Lingnan" Yanshan garden as the core and Yanshan Daling Guangxi botanical garden; On the south side, there are 500 mu peak forest pastoral Hetang Daohai "Hemei taqiao" rural tourism demonstration area and Monroe international automobile camp under construction; In the southeast, there is a national wilderness art and cultural creativity demonstration base, Yuzi paradise - Mediterranean Club Leisure Resort, covering an area of nearly 10000 mu. The passenger flow brought by the surrounding scenic spots provides a tourist source basis for the development of rural tourism in dashanbei area.

4. TOURIST DEMAND ANALYSIS

The construction of Guilin as an international tourist destination will be completed in 2018; In 2019, the construction of Guilin International Tourism Province will enter a period of upgrading and development. Compared with Hainan Province, which is also a demonstration area for the construction of international tourist resorts, the construction and development of Guilin International Tourist Resorts are facing great pressure of high-quality transformation. Among them, from low-quality tourism to high-quality leisure and vacation industry; the key path of Guilin's deep integration of ecology, culture and tourism is to shift from the loose folk custom tourism to the profound cultural and creative industry. From the perspective of the existing projects built by rongchuang, it is known as the "cultural tourism city", and adopts the unique architectural shapes of Zhuang, Dong, Miao and Yao ethnic stils, wind and rain bridges, drum towers and other buildings in northern Guangxi. It also creatively designs (presided over by Guangxi architectural design and Research Institute) some ethnic women's costumes, bronze drum patterns, Zhuang brocade carpets, Zhuang brocade lattice windows and other decorations, and the service receptionists wear "simple and fashionable" ethnic costumes. However, neiili still lacks sufficient depth of historical, cultural and ecological wisdom connotation of regional nationalities and Guilin Karst Landscape World Heritage site. Yuzi paradise and its phase II International Sculpture Art and
wilderness Art Park only see the beauty of wilderness art of peak forest landscape, and also do not further integrate local history and culture. The construction of surrounding scenic spots is more similar to modern amusement places, and rural tourism combined with leisure agriculture is less. Dashanbei area has a vegetable basket project base and special seedling cultivation base in southern Guilin in liangfenghe section and xiaoshuihe section of Yanshan district. It is a national demonstration area for the innovation and development of modern ecological science and technology agricultural industry. the demonstration area has a direct impact on the radiation of dashanbei area. In recent years, most rice fields in dashanbei area where Caodi village and Dabu village are located have been converted to new agricultural projects such as tender corn, balsam pear, pepper, eggplant, watermelon, lettuce and seedlings. Each natural village has 5-10 households for the elderly and women to raise and adopt vegetable cattle, and each household raises 5-10 vegetable cattle. the total number of vegetable cattle in the four natural villages in dashanbei area is about 350-450. In addition, there are more than 200 fish ponds and Tiantang ponds. Dabu spring water fish has become a characteristic brand of Guilin.  

5. TOURISM PRODUCT POSITIONING  
5.1 Combine tourism with folk custom to create a folk culture experience tour  
Through the construction of "suburban villages", strive to build a "humanistic ecological agricultural and cultural tourism base" to realize the integration of tourism, catering, accommodation, home stay and leisure vacation. Dashanbei area is mainly Han immigrants. Due to its subtropical climate and karst landform, the farming rhythm is very different from that of their ancestors. From the perspective of farming, ecology and health care, the rise of two dragons in February (such as the water dragon temple activity in dagangbu old village and the construction of canals and drinking water in spring), the Qingming Festival in March and a half (each village organizes family branches to go to the grave to worship their ancestors and insert paper flowers, etc.), the Dragon Boat Festival in May (each village hangs Acorus calamus, takes medicine baths, wraps yellow wattle firewood and grey water dumplings, etc.) the Mid Autumn Festival in July (families buy moon cakes and send moon cakes to their ancestors, burn incense and sacrifice in the direction of their ancestors' hometown to show that they do not forget to return to their roots), the ninth Double Ninth Festival in September (the village organizes young people to celebrate their birthday, send birthday gifts and wish blessings to the elderly), etc, the diet and healthy food of each traditional festival are different. Fruit and melon materials and meat collocation are stressed throughout the year. There are rich local unique types of bamboo shoots and eating methods. the traditional Chinese medicine health care tradition is taught to future generations by old Chinese medicine and the elderly, the most typical are the malaria medicine system and herbal tea summer vacation system. Karst mountains, slopes and fields are medicine warehouses, and vendors who purchase local wild medicinal materials and herbal tea are transported to Guangzhou and other places all year round. Among the local tableware and tableware, the most unique ones are the stone pestle and stone trough for pounding Ciba on New Year's day, the pottery jar and wine jar for cooking and steaming wine, the bamboo basket, rice sheath and wooden tea tray for dishes, etc. Relying on the local folk customs and activities, it can promote the local folk customs and bring the local characteristics and culture to the tourists.  

5.2 Integration of picking and sightseeing to create a deep leisure agricultural tour  
The essence of rural tourism lies in experience. More and more tourists come to Guilin not only to watch the scenery, but also because of its beautiful scenery, it is considered to be a city suitable for leisure and vacation. How to make tourists slow down and enjoy the long and beautiful time is very important. Personal participation is the most effective and direct way for tourists to get experience, and it can make tourists feel the slow time in the countryside. Based on the scientific knowledge of the existing agricultural sightseeing and flower planting areas, tourists can understand the advantages of the existing agricultural sightseeing and flower planting areas, so as to enrich the landscape of the existing vegetable industry and culture; Create experiential leisure agricultural and cultural tourism products. Through the way of layer by layer renewal, using the natural ecological resources around the vegetable high-tech demonstration park, create a leisure agricultural sightseeing corridor integrating entertainment and leisure, agricultural picking, field catering and horticultural classes, and meet the actual needs of different tourists, so as to improve the stay time of tourists, enrich their travel and play methods and improve the play experience of leisure agriculture. While meeting the personalized needs of tourists, it greatly improves the satisfaction and loyalty of tourists.  

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REFERENCE  


Research On Hybrid Teaching Mode of Mechanical Manufacturing and Automation Specialty Based on School-Enterprise Cooperation

Lina Cao
Shandong Vocational College Of Industry, Zibo, Shandong 256414, China

Abstract: Based on online teaching platform, this paper mainly discusses the idea of building a hybrid teaching mode based on school-enterprise cooperation which is helpful to cultivate students' course knowledge and learning ability and explores its promotion value. It can break the barrier between teaching situation and working environment, working process and learning process, and effectively solve the problem of disconnection between theory and practice. Under the background of information technology, it promotes the mutual intervention between schools and enterprises, forms the resource pool that can be used by both sides, and makes joint efforts for the mechanization of professional teaching reform and talent training, which is in line with the essence of cooperation and deepens the mechanism of school-enterprise cooperation.

Key Words: School-Enterprise Cooperation; Mixed Teaching Mode; Integration Of Industry And Education; Online Teaching Platform

1. INTRODUCTION
At present, the disconnection between talent training and social development needs has restricted national development, and the problem of talent shortage in the machinery industry is particularly common. The mechanical manufacturing major of the College undertakes the historical mission of training high-quality talents with professional technical ability and innovation ability required by the regional manufacturing industry today. It can break the barrier between teaching situation and working environment, working process and learning process, and effectively solve the problem of disconnection between theory and practice.

How to construct the mixed teaching mode of school-industry cooperation under the background of industry-education integration. In order to build a platform that can effectively integrate and make full use of the resources of the government, industry enterprises and higher vocational colleges, it must have the basic conditions of higher vocational education resources integration, match with the local economy and industrial structure, unify the interests of government, industry, university and research, and have the space to build and share resources. The mixed teaching mode of school-enterprise cooperation under the background of industry-education integration, colleges and universities bring the teaching construction of cooperative enterprises into the overall school development plan, give full play to the main function of production and research teaching of cooperative enterprises, and take teaching as an important content of the evaluation of cooperative enterprises. At the same time, colleges and universities actively play the teaching function, make full use of enterprise resources, realize the effective link between theory and practice, and build a linkage bridge for the career development of manufacturing talents. This paper will start from building a platform to discuss the ideas and promotion value of the school-enterprise cooperation hybrid teaching mode of "two-base and two-platform".

2. THE IDEA OF CONSTRUCTING THE "TWO-BASE AND TWO-PLATFORM" HYBRID TEACHING MODE OF SCHOOL-ENTERPRISE COOPERATION
2.1 Action-oriented, reconstruction of talent training programs, construction of curriculum development framework, school-enterprise cooperation to develop curriculum resources based on real projects.

Construct the "dual platform" curriculum development framework of higher vocational colleges, manufacturing enterprises, government and students (Figure 1). Under the framework of industry-education integration platform and online teaching platform, schools and enterprises jointly develop vocational courses under the guidance of action-oriented teaching philosophy. Taking the real teaching project as the carrier, through the analysis of typical work tasks, the reorganization of subject knowledge points, the formation of modular course teaching content, and the construction of a complete course teaching system characterized by application. Develop real project-oriented curriculum resources and
knowledge, establish the relationship between curriculum content and ability training, and cultivate students' professional ability and quality.

2.2 With school-enterprise cooperation as the platform, the "online+offline four-stage" mixed teaching framework of "two bases and two platforms" (Figure 2) is constructed to achieve the seamless connection between classroom teaching and on-the-job teaching, on-campus training and enterprise posts, professional courses and industrial needs, and online teaching and offline teaching.

2.3 Use information technology as a means to innovate the cooperation mode of co-construction, sharing and win-win between schools and enterprises. Both schools and enterprises participate in the teaching process at the same time, which is divided into three stages: pre-class, in-class and after-class. The main body is carried out in the form of flipped classroom. Through three stages of learning, students achieve progressive teaching objectives of understanding, mastering and applying, forming a mixed teaching mode based on school-enterprise cooperation (Figure 3).

2.4 With modern apprenticeship as the main form, build a new mentoring relationship and improve the effectiveness of skill transfer. Enterprise teachers directly take students to the real workplace of the enterprise to realize the transfer of skills. The new mentoring relationship constructed by modern apprenticeship is an effective form of imparting skills and inheriting craftsman spirit. Modern apprenticeship extends the learning space to the workplace, effectively makes up for the deficiency of school teaching in skills, realizes the integration of theoretical teaching and practical teaching, highlights the cultivation of students' practical skills, and arouses students' interest in learning.

3. PROBLEMS EXISTING IN THE SCHOOL-ENTERPRISE COOPERATION MIXED TEACHING MODE AND SOLUTIONS

3.1 The government guarantee system is not perfect, the depth of school-enterprise cooperation is not enough, the enthusiasm of enterprises to participate in vocational education is not high, and there is a lack of good communication and exchange between schools and enterprises, resulting in the insufficient depth of application of industrial resources in the mixed teaching based on school-enterprise cooperation.

To improve the guarantee mechanism for school-enterprise cooperation, local governments should actively intervene in the school-enterprise cooperation, do a good job in guiding the work from the policy, effectively handle the relationship between schools and enterprises, and balance the interests of both sides; Increase the investment of school-enterprise cooperation mode to provide a solid economic guarantee for training high-quality technical personnel; the government gives full play to the regulation mechanism to create a good school-enterprise cooperation atmosphere; Strengthen and improve the system for students to practice in enterprises, and attract competitive enterprises and schools to build and share productive training bases.

REFERENCE

Research On the Influence Of Vocational Skill Competition On the Quality Of Talent Training In Higher Vocational Colleges

Wei Chang
Insurance Professional College, Changsha, Hunan 410114, China

Abstract: With the continuous development and change of society, education has undergone a variety of changes, and there are relevant systems that require to strengthen the improvement of students' practical ability. In order to effectively improve students' practical ability in higher vocational education, it needs to be completed through appropriate vocational skill competition, so as to realize the realization of promoting teaching and learning through competition.

Key Words: Skill Competition; Higher Vocational Colleges; Personnel Training; Quality Research

1. BE ABLE TO FORMULATE TALENT TRAINING OBJECTIVES ACCORDING TO THE RESULTS OF VOCATIONAL SKILL COMPETITION

Higher vocational colleges are mainly places to cultivate skilled talents for the society, so in the process of education, we should focus on the improvement of students' practical ability. In the previous education of higher vocational colleges, the training objectives for students were mainly formulated by drawing on the experience of other excellent colleges. Due to the different development of different colleges and universities and the different learning ability of students in Colleges and universities, the teaching objectives formulated according to the development of other colleges and universities have some irrationality. With the continuous development of society, Through vocational skill competition, we can understand the mastery of practical skills of students in different colleges, and formulate corresponding educational objectives through the results of student skill competition, so as to improve the rationality of teaching objectives and realize the effectiveness of talent training. Secondly, through skill competition, in addition to allowing colleges and universities to set teaching objectives according to the results of their students, they can also strengthen the exchanges between brother colleges and universities through competitions with other colleges and universities, so as to provide assistance for the revision of talent training programs through friendly exchanges between different colleges and Universities.

2. BE ABLE TO PROMOTE THE REFORM OF HIGHER VOCATIONAL COLLEGES BASED ON THE RESULTS OF VOCATIONAL SKILLS COMPETITION

Through the study of some vocational skill competitions held in China at present, it is found that the main content of skill competitions is to test the students' relevant mechanical use ability and practical operation ability. In the process of skill competitions, in order to fully show the students' learning results from the competitions, it is also necessary to realize the meticulous and practical assessment under the condition of ensuring the standardization of assessment. Because the way and requirements of vocational competition are carried out according to the latest requirements of social development, some requirements in the process of competition can also enable higher vocational colleges to master the new technology, new materials and new technology of enterprises. Therefore, vocational skill competition can effectively promote the reform and development of higher vocational colleges.

3. BE ABLE TO PROVIDE A DISPLAY PLATFORM FOR HIGHER VOCATIONAL COLLEGE STUDENTS ACCORDING TO THE BENCHMARK OF SKILL COMPETITION

Students participating in vocational skill competitions can find their own shortcomings after the completion of the competition, and teachers can also formulate reasonable teaching methods according to the results of the skill competition and the actual situation of students. Since higher vocational colleges are places for cultivating talents for social enterprises, in the process of education, in order to enable students to adapt to enterprise life well after graduation, In the process of education, we should improve students' self-learning ability. To effectively improve students' self-learning ability, in the early stage of skill competition, teachers can formulate requirements for students' daily learning according to the scoring standards of the competition, and refine each process of students' actual operation through repeated practice. Secondly, because the skill competition is not formulated according to the actual teaching of one institution, students from different institutions can contact some new skills and methods through the skill competition, and when students are exposed to new skills, they can also stimulate their own innovative thinking ability through the research of new skills. In addition, in the past, the learning of middle school students only followed the guidance of teachers. After participating in the skill competition, students can put forward some practical problems to teachers according to the actual situation in the process of practice. When students strengthen the communication with teachers, they can also make rapid progress through teachers' guidance. By participating in the competition, students can enhance their interest in learning from improving their sense of achievement when they achieve
good results, and can also improve their ability through continuous practice by understanding their own shortcomings when they do not achieve good results in the skill competition. It can be seen that the vocational skill competition can stimulate students to a certain extent [1].

4. BE ABLE TO TAKE THE ACHIEVEMENT OF SKILL COMPETITION AS AN OPPORTUNITY TO PROMOTE THE CONSTRUCTION OF TEACHERS IN HIGHER VOCATIONAL COLLEGES

4.1 Take the opportunity of the competition to strengthen school enterprise cooperation

In the current development of education, in response to the requirements of education for improving students' practical ability and operational ability, some higher vocational colleges have cooperated with relevant enterprises. Although this method can effectively improve students' operational ability through real practice, it cannot effectively improve students' practical operational ability when there is a certain deviation between the cooperative enterprises and the majors they study. The vocational skill competition is usually organized by different enterprises, so the skill competition can also provide a basis for schools to select the enterprises they cooperate with. Only when the school enterprise cooperation is reasonable and scientific can the school enterprise cooperation teaching mode in higher vocational colleges have characteristics, so as to better cultivate students' professional ability [2].

4.2 Take the opportunity of the competition to promote teachers' active learning

The ability of teachers in higher vocational colleges also has a direct impact on the improvement of students' ability. At present, the society is in the stage of rapid development, and the development of enterprises, whether technology or theory, changes with the changes of society. Although professional teachers in higher vocational colleges have certain ability, they lack the opportunity to improve their ability after entering the work of the teacher industry. And in the process of education, will they realize that there is a deviation between their own ability and the needs of current social related enterprises, and through the holding of vocational skill competition, teachers can understand the current new technology, so the skill competition can promote teachers in Higher Vocational Colleges to actively learn their ability. Secondly, the guidance experience learned by teachers in the skill competition can also be used in the actual teaching, and test the students according to the skill competition mode, which can effectively adjust the teaching ideas and improve the teaching level of higher vocational colleges.

4.3 Take the opportunity of the competition to increase the exchange of College Teachers

Skill competition can not only promote the communication between students in different colleges, but also provide communication space for teachers in different colleges. Teachers can collect a lot of professional information through communication. Some teachers with better communication can also provide effective help for the long-term cooperation mechanism of colleges. When the ability of teachers in higher vocational colleges is continuously improved, the teaching quality of colleges will also be improved. Through relevant research, it is found that there are many campus cooperation promoted through skill competition. In the process of campus cooperation, both the writing of teaching materials and the formulation of teaching objectives are completed through mutual discussion. This way can improve some deficiencies in the development of Higher Vocational Colleges [3].

5. CONCLUSION

To sum up, the holding of skill competition has brought many advantages to the development of higher vocational colleges, and the implementation of vocational skill competition is also the demand of current social development. Since vocational skill competition is the closest to the actual situation of current social development, skill competition can provide new directions and objectives for the development of higher vocational colleges, and also provide a communication platform for teachers and students of different colleges, And improve students' practical skills through mutual communication.

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REFERENCE

Potential Problems and Countermeasures in the Implementation Of "Wisdom Integration" Scheme in Qingdao Free Trade Zone

Honglei Dai
Qingdao Binhai University, Business School, Qingdao, Shandong, China

Abstract: the formulation and implementation of the intelligent integration plan of Qingdao Free Trade Zone is of great practical significance for the high-end start, innovation-driven and efficient development of Qingdao Free Trade Zone. The construction prospect of "intelligent integration" project is generally promising, but the implementation of the project has been hindered by many obstacles, such as "isolated information island" and difficulty in implementing funds. Therefore, it is necessary to set up an "intelligent construction leading group", carry out top-level planning, introduce BOT financing mode, and establish credit supervision and company management mechanism to promote and ensure the successful realization of "intelligent integration" in Qingdao.

Keywords: Integration Of Wisdom; Qingdao Free Trade Zone; Problem Countermeasure

1. INTRODUCTION
The "Free Trade Zone" is an epitome of China's economic development after the 18th CPC National Congress, while the implementation of "free market" is a major measure of China's new round of opening-up policy. On December 5, 2014, a seminar was held on accelerating the development of the free trade zone. The General Secretary pointed out at the meeting that the development of the free trade zone should be accelerated and the advantages of the free trade zone in trade and investment should be fully utilized.

Qingdao is a bridge between Japan and South Korea, and is currently building an economic model centered on Qingdao to promote the establishment of a China-Japan-South Korea free trade area. The establishment of Qingdao Free Trade Zone will greatly improve the openness of Qingdao, promote the construction of "Maritime Silk Road" in Qingdao in the 21st century, and promote the economic integration of East Asia. However, due to the large scale of Qingdao, the management of the FREE Trade Zone involves project management, company management, industry management, comprehensive resource management and other aspects of management.

If the management is not appropriate, it will not only reduce the working ability of each department, but also adversely affect the overall development and strategic position. Therefore, it is necessary to reform and innovate the management system of the free trade zone, and make use of modern science and technology to help the free trade zone become dynamic and intelligent.

At present, the discussion on this issue mainly focuses on three issues: first, the establishment of the business model of the bonded area; second, the construction mode and existing problems of the intelligent city, the third is the planning and strategy of building an intelligent park.

In Qingdao, how to make the intelligent operation of Qingdao Free Trade Zone become a new development direction through the concept and planning of intelligence and intelligent park. Through the analysis of the operation status of Qingdao Free Trade Zone, the platform of "wisdom integration" has been established, which aims to promote the good cooperation between Qingdao Development Zone Management Committee and the companies stationed in Qingdao. According to the actual situation of Qingdao Free Trade Zone, the possible problems and obstacles are deeply analyzed and explored, and specific measures and methods are taken to ensure its effective implementation and dynamic, intelligent and effective development.

2. THE CONSTRUCTION PLAN OF "WISDOM INTEGRATION" IN QINGDAO
The establishment of Qingdao Free Trade Zone has greatly promoted the economic and trade cooperation among China, Japan and South Korea. However, in these areas, there are different types of companies such as state-owned, private, foreign-funded and joint ventures. In addition, the FTZ covers a wide range of industries with a large span, including cosmetics, electronics, automobiles and other three major industries of China, Japan and South Korea, as well as industries that are currently blocked from the outside world and banned from the inside, but will be gradually liberalized in the future.

The management task of Qingdao FTZ is heavy, involving investment management, trade facilitation, and other fields. It needs the cooperation of customs, quality inspection, industry and commerce, taxation, foreign exchange and other departments, which puts forward new requirements for tax management, trade management, financial management, and management personnel management of Qingdao FTZ.

In order to facilitate the administrative organs of Qingdao Free Trade Zone to carry out administrative examination and approval effectively, it is necessary to make use of advanced information technology and Internet technology to plan the platform of "wisdom integration" so as to achieve dynamic and effective unification. This paper builds intelligent integrated services from four aspects: tax management, trade management, financial management and personnel management.

The overall design scheme of this system is: tax system, trade system, financial system and personnel flow system. Among them, the electronic inspection function of the
customs can accurately monitor the import and export, simplify the procedures of goods declaration, and greatly improve the customs clearance efficiency of the FTZ; By installing smart accounts in the financial management system and simplifying the commodity declaration procedures, the customs clearance efficiency of the FTZ will be greatly improved; By installing smart accounts in the financial management system, relevant departments can provide multinational companies with convenient capital flows and effectively prevent cross-border abnormal capital flows; In addition, by using the smart card of the personnel flow management system, the identity authentication and behavior monitoring of the personnel entering and leaving can be realized, thus improving the management level of the personnel entering and leaving.

3. PROBLEMS AND CAUSES IN THE IMPLEMENTATION OF "WISDOM INTEGRATION" IN QINGDAO FREE TRADE ZONE

3.1 Various objections encountered in the implementation of the plan
The construction of "intelligent integration" project is a complex system engineering, and it will encounter multiple obstacles in the concrete implementation. First, in the "smart integration" plan of Qingdao Free Trade Zone, the interests of some institutions and individuals will inevitably be implicated, thus hindering the intelligent development of the Free Trade Zone; Third, to realize this plan, it is necessary to have the concerted efforts of all parties concerned. Without a unified plan and an authoritative leader, each department may carry out it independently in the FTZ according to its own authority.

3.2 "Information Island" hinders the integration of e-government
The construction of Qingdao's "Intelligent Integration" Free Trade Zone requires unity. If there is no complete information system overall plan to guide it, and each system lacks information exchange and communication, and each system handles its own information needs, it may lead to repeated construction of infrastructure and information services, resulting in the isolation and incompatibility of the systems that should be integrated, and the data resources among different information systems cannot be shared and coordinated, thus forming a large number of "information islands", making it difficult to achieve integration and cooperation under the network environment. In addition, due to the lack of a unified plan and cooperation, it is difficult to establish a standard interface among various systems, which will reduce their expansibility and ability of sustainable development, which will undoubtedly increase the cost and difficulty of the government's operation in the FTZ.

3.3 The input and return points of information projects are clear.
Compared with the information systems in the above aspects, the intelligent projects in Qingdao Free Trade Zone have a larger scope, more complexity, higher technology, higher informatization, higher technology and higher investment. If the financial budget is limited, it is not enough to rely solely on the investment of the state. However, enterprises or financial organizations that can provide social funds have clear characteristics of investment and income in information projects, and they have to bear great risks, which will inevitably affect their enthusiasm for participating in the intelligent free trade zone.

3.4 Credit deficiency still exists.
Due to the favorable business conditions of FTZ, the company has obvious advantages in pricing, but due to the lack of effective supervision mechanism and system, it is difficult for relevant parties to effectively restrict it. If the products sold outside the FTZ do not meet the standards and cause losses to consumers, it will be difficult for the relevant authorities to punish them. The implementation of "smart integration" in Qingdao Free Trade Zone can realize all-round and multi-level dynamic supervision, but it can't deal with the problem of credit shortage from the technical level alone. In Qingdao, some local governments have evaded the quality problems of commodities and neglected the protection of their rights, resulting in their loss of compensation for their interests and their withdrawal from the free trade zone.

3.5 It is difficult to monitor the problem of "shell buying investment" dynamically and in real time.
"Buying shell investment" is a kind of organization or personnel whose goal is to transfer virtual login number at a high price, rather than engaging in actual production and operation. According to the statistics of Shanghai Free Trade Zone Management Committee, there are nearly 600 companies registered in the comprehensive service hall of the Free Trade Zone, but it is still unclear how many "virtual registered" companies are. Qingdao Free Trade Zone is likely to have similar problems. In order to prevent such problems and ensure the normal trade and sustainable development in the region, it is necessary to effectively monitor them through information technology. However, due to the large number of enterprises stationed in the company and the variety of business activities of the company, technical means alone can't completely avoid this problem. The main reason is that the relevant parties adopt the method of "lenient entry and strict exit" for company registration, so as to reduce the access conditions for registration and promote the company to enter the free trade zone to conduct business. Therefore, in order to effectively resolve the "shell buying investment", we must carry out in-depth reforms in the administrative licensing system and supervision methods.

4. PROBLEMS AND COUNTERMEASURES IN THE APPLICATION OF QINGDAO'S "WISDOM INTEGRATION" PROJECT IN QINGDAO

4.1 The establishment of intelligent building work leading institutions
In order to better deal with many problems encountered in Qingdao Bonded Zone and establish an "intelligent management" working mechanism, the Qingdao Bonded Zone Intelligent Development Leading Group is led by the director of Qingdao Bonded Zone Management Committee, and the heads of tax, industry and commerce, customs and other agencies in the bonded zone are the
team leaders. Its work includes: (1) Coordinating contradictions and conflicts. In the process of intelligent development, it is necessary to comprehensively coordinate the interests of all parties. In the process of intelligent development, it is necessary to properly handle the key issues of the "number one" in information construction. (2) Overall planning of the project. It is necessary to fully realize the strategic significance of the intelligence of FTZ, determine its strategic positioning, review and coordinate its projects, divide the responsibilities of relevant functional units, and investigate the responsibilities of departments that have not completed their work to ensure the high degree of unity of actions of various functional departments.

4.2 The implementation of the highest level of overall coordination plan.

The leading organizations of relevant regional work should make top-level overall planning, and crack the "information island" from management system, informatization and other aspects. The overall planning should include the following two aspects: (1) the preparation and implementation of the overall planning. Coordinate the informatization work of various functional units in FTZ, clarify their duties and responsibilities, coordinate and promote various infrastructures and information systems according to the overall plan and requirements, prevent fragmentation, strengthen horizontal integration and vertical communication among various departments, and improve the regional integration operation mechanism [1]. (2) Consistency of building codes. Building standards should include intelligent engineering information technology standards, intelligent infrastructure standards and information technology standards, information technology standards and information technology standards. It ensures the cooperation and integration between different systems and different data, and realizes the sharing of data resources with different functions, thus promoting the work in the region. In order to overcome the funding problem of Qingdao's "Smart Integration" project, we can realize intelligence by introducing BOT (namely, building-operation-transfer) financing mode.

4.3 Signed a "Wisdom" cooperation agreement.

In the early stage of the project, the government signed a cooperation agreement with the project company on "Wisdom", which will undertake the development of the infrastructure and information system of the park. The engineering company will sign contracts with infrastructure, information construction, operation and maintenance, and concentrate the efforts of all parties to share the funds for construction and maintenance. During the project operation period, the engineering company uses various ways to gain benefits from the construction cost, operation and maintenance cost [2]. This method has the following advantages: (1) the government's financial burden is light, and private funds can be fully mobilized to participate in the development of "intelligent free trade zone"; Transfer some risks of the project to the project company; the biggest problem of this model is: in operation, if enterprises want to get a sustained income, they can be encouraged to actively participate in the wisdom construction of the bonded area. In order to solve this problem effectively, we must first make clear the main body of the project: the competent government department, the project company and the users of the information platform. (2) Clarify the requirements of each subject: each department should use information technology to improve the management level in the region; (3) Determine the sources of project execution funds: government investment and private capital investment. (4) Defining the company's profit model: the project company provides customers with information platforms, such as the government and bonded areas; Software upgrade, equipment maintenance and maintenance for customers, and the project company collects after-sales service fees from customers; By providing paid advertising services to customers or individuals, the project company can obtain value-added service income. In addition, relying on the "Intelligent Free Trade Zone" of Qingdao Free Trade Zone, the company will further expand its industrial influence and brand awareness, so as to undertake more intelligent building services [3].

4.4 Establish a supervision mechanism centered on the credit evaluation system.

By integrating the credit evaluation system with the electronic file database, relevant institutions can establish a supervision mechanism based on the credit evaluation system, and conduct transactions with enterprises in the FTZ, so that they can operate in good faith and manage themselves. China's credit evaluation system is divided into two categories: (1) guarantee system. When applying for the application of this information system, you need to pay a deposit. the amount of margin depends on the credit nature, scale, income, product or service risk of the company. the system aims to prevent dishonesty in local business activities and compensate the company for quality problems of its goods and services. (2) Credit rating system. the competent authority will record the operation and illegal situation of relevant enterprises in the online database, evaluate and publish them. According to the company's credit status, each functional unit will give it credit, rewards and punishments [4]. For example, the government should give a simple administrative license to companies with good reputation, or handle loans, mortgages and other services for them; For those companies with bad credit, it is necessary to strengthen supervision and restriction, strictly examine the correctness and credibility of their administrative procedure documents, or appropriately increase restrictions on their implementation. This will make China's trading companies develop towards legal operation and honest trading, and promote their continuous improvement in operation and service.

4.5 Establish an information-based enterprise registration management system.

On the basis of informatization, establish an enterprise registration management system based on informatization. the annual report of the company includes the name, domicile, registered capital, business scope, business status, etc. Except the business secrets of the company,
other illegal situations including false declarations of the company should be published online. the company shall be responsible for the authenticity and legality of its annual report. If the company fails to report the annual report on time, or the regulatory authorities can't learn about the company's production and operation on the Internet, or find institutions and personnel who have "shell buying investment", the relevant competent authorities will punish them according to relevant laws and regulations, demote them, or even cancel their relevant qualifications in the FTZ, thus creating a clean and high-quality business atmosphere for the FTZ.

5. CONCLUDING REMARKS
"Intelligent Free Trade Zone" is a new type of free trade zone based on innovative environment and supported by advanced information technology, which has great reference significance for future development ideas and paths. the intelligent development of Qingdao Free Trade Zone needs to face a large number of problems and difficulties, and the implementation of the project is mainly about financing. To effectively solve the funding problem of "intelligent integration" project, we must choose a scientific and reasonable way to finance the intelligent building and introduce it into the "intelligent building". In addition, the realization of the strategic positioning and potential of Qingdao Free Trade Zone depends not only on technology, but also on technological innovation and the development of the Internet to promote the operating mechanism and mode of the Free Trade Zone.

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REFERENCES
Research on the Long-term Mechanism Construction for the Application of Training Achievements of Primary and Secondary School Principals--Taking the "Ten Thousand Principals Training Program" project in Yunnan Province as an example

Alan Deng, Chao Yang, Weidong Lin*
Yunnan Normal University, Yunnan, China
*Corresponding Author.

Abstract: Taking the "Ten Thousand Principals Training Program" project in Yunnan Province as an example, on the basis of long-term follow-up investigation, this paper found that the primary and secondary school principal training program has achieved remarkable results in leading the professional growth of primary and secondary school teachers and the continuous improvement of school quality. But there are also problems in the practical application of training results. From the perspective of promoting the growth of future local educators, they should build an educational wisdom ecosystem of "wisdom leading, local rooting, demonstration radiation, and ecological co-construction", and form a long-term mechanism for the application of training results.

Key Words: Training Of Primary And Secondary School Principals; Application Of Results; Long-Term Mechanism

1. THE EFFECTIVENESS OF "TEN THOUSAND PRINCIPALS TRAINING PROGRAM" TRAINING IN YUNNAN PROVINCE

The "Ten Thousand Principals Training Program" of Yunnan Province is a major strategic measure taken by the Yunnan Provincial Party Committee and Provincial Government and the Provincial Department of Education to earnestly implement the spirit of the National Education Conference and strengthen the reform and construction of the teaching force in Yunnan Province. The project training is mainly based on reading and thinking. It is planned to complete the training of 10,000 young and middle-aged principals, vice principals and key teachers in primary and middle schools in the province within five years from 2018 to 2022, helping to cultivate a group of future local educators in Yunnan. As of January 2022, the project has completed six training sessions. At the end of each project, the instant satisfaction rate of trainees is as high as 98%, and nearly 6,000 trainees have carried out educational practice in educational positions after returning to work. According to the questionnaires and sample interviews of all staff in the first three sessions, 97.80% of the trainees still have the reading and thinking habits developed during the continuing training after returning to work. 83.24% of the trainees refined and enriched "My Educational Thoughts" again to form a more systematic educational thought. 91.99% of the trainees have a strong desire to try to apply what they have learned in the training. 90.92% of the trainees agree that the training concept influence the practice. According to the evaluation and feedback from school leaders and colleagues, most of the trainees, especially those in remote areas, have significantly improved their thinking, understanding, expression and work enthusiasm after returning to work after training, bringing some new changes to their schools. Mainly in:

Management: the first is to eliminate ideological concerns, and to be more open-minded. the second is to change the management thinking, innovate the management mode, and put more emphasis on scientific management. the third is to change work attitude from passive to active. the fourth is to learn advanced cases, broaden management horizons, and begin to focus on overall and long-term planning. the fifth is to pay attention to the campus culture, dig deep into the school-based resources, and reposition ideas and concepts on running the university.

Teaching: the first is to change the teaching concept and keep pace with the times. In particular, it is important to change the long-standing "grades-only" thought, pay more attention to the all-round development of students, and make more diversified evaluations of teachers and students. the second is to change the teaching content and methods, redefine the relationship between "teaching" and "learning", and actively promote the "learning-based" teaching concept. the development of students' comprehensive quality, the construction of learning community and the issue of home-school co-education should also be emphasized. the third is to pay more attention to the development of school-based courses in combination with local characteristics in teaching.

2. PROBLEMS IN THE APPLICATION OF THE TRAINING ACHIEVEMENTS OF THE "TEN THOUSAND PRINCIPALS TRAINING PROGRAM" IN YUNNAN PROVINCE

2.1 From the perspective of trainees
First, the training objectives are not well understood. Before participating in the training, some trainees lacked understanding and preparation for the project. After the training, although they had a clear understanding of the short-term goals of the training, their understanding of the long-term goals was not in place, so they were graduation-oriented, which cause the limitation of reading books and neglecting the profound meaning behind them [1].

Second, the ability to apply training achievements is insufficient. One is the lack of innovation ability. Trainees in frontier ethnic areas often copy the experience of others in practical application, without realizing that the key to learning lies in self-reflection and innovation. They will not creatively apply what they have learned through training. the second is limited authority. According to the survey, trainees whose positions are already principals have more authority to allocate resources and can relatively smoothly promote and apply what they have learned from training at school level. Most of the trainees who are in the positions of vice-principal or middle-level cadres only gradually implement the new ideas and concepts they have learned into their own work or personal teaching work. Third, time and energy are limited. Due to work and family, there is not enough time and energy for them to continuously learn and apply what they has learned from training [2].

2.2 From the perspective of environment
Theoretically, whether training achievements can be maximized depends on the similarity between the training environment involved and the work environment. Environmental factors are the biggest obstacle to the application of training achievements [3]. the overall local environment, school or organization environment and family education environment restrict the application of training achievements from different levels. For example, student Z said in the interview, “when I have just finished studying, I am full of enthusiasm, but after returning to work, our local environment is very different from that of advanced areas, with great different social economy and culture. the backwardness, especially the conservative thinking of the local education bureau, school colleagues and parents, makes it difficult to implement the concept of education and teaching. Over time, I myself have lost motivation.”

3. SUGGESTIONS ON IMPROVING THE LONG-TERM MECHANISM FOR THE APPLICATION OF TRAINING ACHIEVEMENTS OF PRIMARY AND SECONDARY SCHOOL PRINCIPALS
In response to the above problems, from the perspective of promoting the growth of local educators in the future, this paper proposes countermeasures and suggestions to further improve the application effect of the training achievements of primary and secondary school principals by building an educational wisdom ecosystem of “wisdom leading, local rooting, demonstration radiation, and ecological co-construction”.

3.1 Wisdom leading to establish a long-term mechanism for tracking and training
The first is to form a team of intelligent experts to provide continuous scientific guidance. On the basis of the existing training expert team, the structure of the expert team should be further optimized, to set up a full-time and part-time intelligent expert team, which can give full play to the intelligent leading role of experts, and carry out expansion training at different levels. To do this, two groups should be focused on: (1) local education decision-makers group. Targeted short-term centralized training and exchanges should be carried out for local education decision-makers, so that they fully recognize the importance and forward-looking of the project, and achieve ideological unity on key issues. (2) Outstanding trainees who can return to their work. Select a group of outstanding trainees with local educational potential and feelings, and carry out key improvement and training through on-demand customized training and on-the-job training, so as to promote trainees to generate reflective practical wisdom.

The second is to integrate smart platforms and provide more support in various talent projects. They should strengthen the integration of project resources such as “education planning projects” and “principal studios” at the government level, set up sub-projects for principal training and tracking training under appropriate projects, appropriately relax application conditions, and give potential young and middle-aged trainees more opportunities and growth space.

The third is to carry out smart research and promote the integration of “research, learning and training”. On the one hand, relying on the educational and scientific research strength of colleges and universities, the deep-level scientific research of the project should be promoted, and basic theoretical explorations should be carried out to achieve the goal of cultivating “future educators” in basic education. On the other hand, they can carry out scientific research project declaration work, encourage trainees to be “school-oriented”, on the basis of the actual situation of the region and the school. Besides, they should transform the practical problems into research topics after returning to work.

The fourth is to use intelligent technology to realize the normalization of tracking and guidance. Starting from strengthening and improving the informatization construction of the project, they can establish a comprehensive network platform and WeChat platform for project personnel training, with constantly sharing new educational concepts and cases, and timely answering practical problems encountered in the application of training results. At the same time, an electronic file of student growth should be established, with introducing third-party professional education institutions to participate in long-term follow-up research, which includes comprehensively evaluation and monitoring of the training effect. And the growth process and trajectory of trainees should receive regular feedback to form a large database of future educators.

3.2 Rooted locally to establish a local problem awareness orientation
First of all, the awareness of local problems is the logical premise of education localization, and the discovery and determination of local problems is the entry point for the...
localization of primary and secondary education. It is necessary to establish a local problem awareness orientation, and use the problem to mobilize the initiative of trainees for training and transformation. That is, they should fully consider the general problems of the local field in the follow-up training, fundamentally stimulate their desire for continuous learning and training application, and actively apply them on the basis of in-depth understanding and internalization, so as to activate the endogenous power of education development.

Secondly, trainees' thinking and ability of solving problems should be cultivated. They should be guided to return to local characteristics, from "gap thinking" to "trait thinking", and then the "localized education leadership" of returning trainees should be focused on, which includes: development ability, innovation ability, teamwork ability, resource mining and utilization ability, helping them to analyze and solve application problems from a practical perspective.

3.3 Steadily promote the transformation of training achievements with demonstration and radiation

First, to lead people with people and establish a group of typical local educators is important. On the one hand, from the professional perspective of education management, they publicize and mobilize trainees to further study the advanced deeds of Guimei Zhang and other local educators. On the other hand, "pairing" assistance is carried out among the outstanding trainees to promote the collision, creation and dissemination of wisdom among the trainees.

Second, with points leading points, they can cultivate a group of training and learning results practice demonstration points by selecting a batch of training and learning achievement practice demonstration sites in various states, giving certain policy inclination and independent power, organizing experts to give on-the-spot tracking guidance of "one school, one policy", and then displaying and promoting their advanced experience after achieving certain results. In the promotion process, it can be matched according to school resources and school-running characteristics to form a "one-to-one" "one-to-many" inter-school and urban-rural relationship, which can give full play to the role of demonstration sites.

Third, with training leading to training, they can promote the coordinated development of "future educator training", "Backbone teacher training" and "future teacher training". Led by the education management department, they can organize outstanding trainees with the potential of future educators to train more front-line teachers and normal trainees through the program of principal's forum, remote salon, report meeting, sharing meeting, etc., to promote the application of training results, driving the development of local education talent echelon.

3.4 Ecological development to form a multi-dimensional co-construction support system

The first is policy support. Formulate a clearer selection policy, strictly control the selection of trainees with strict selecting conditions. At the same time, formulate the appointment, incentive and assessment policies for returning students, as an important indicator for the promotion and employment of school (garden) principals, and give outstanding trainees more opportunities for growth. Besides, regular evaluation of the students' personal performance and school performance after returning to work should be conducted to evaluate and promote the continuous transformation of training results.

The second is cultural support. Through extensive publicity and guidance, they should create a local cultural atmosphere of learning, openness, innovation, progress and diversity, which requires to gradually change the old ideas and concepts, establish an educational value-oriented system that transcends utilitarianism, and form a supportive colleagues, home-school and social relationships.

ACKNOWLEDGEMENTS

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The Experiment Design Ability of Secondary School Chemistry Teachers

Yang Du*
1. College of Teacher Education, Southwest University, Chongqing 400715, China; 2. School of Chemistry and Chemical Engineering, Southwest University, Chongqing 400715, China
*Corresponding Author.

Abstract: the Global International Survey of Teacher Teaching (TALIS), launched by the International Organization for Economic Cooperation and Development (OECD), points out that providing regular feedback on teacher practice through a constantly optimized evaluation system helps promote professional growth. the experimental design ability of secondary school chemistry teachers is an important part of their professional growth, as well as the ability to guide students to study chemistry and develop their core quality. Based on path analysis and factor extraction, this paper defines the connotation of experimental design ability of secondary school chemistry teachers.

Key words: secondary school; chemistry teacher; experiment design ability connotation

1. INTRODUCTION

The design of chemical experiment is the first and the most significant step in the experimental teaching of secondary school chemistry teachers, and its ability has an important influence on the teaching effect. On the one hand, from their own needs, chemistry teachers need to carry out a large number of secondary school chemistry experiments when preparing for classroom teaching or guiding extracurricular learning activities. the ability of experiment design has become an important factor that restricts teachers from improving the effect of classroom teaching. On the other hand, secondary school teachers have strong external demand for the ability of experiment design in the professional development fields such as title promotion, teaching competition, publishing research papers and publishing popular science books.

2. DIFFERENCES BETWEEN "CHEMICAL EXPERIMENTS" IN SCIENTIFIC RESEARCH AND CLASSROOM TEACHING

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Scientific research</th>
<th>Classroom teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Exploration of new knowledge</td>
<td>student learning</td>
</tr>
<tr>
<td>Operational Complexity</td>
<td>complex</td>
<td>Operation as simple as possible</td>
</tr>
<tr>
<td>Experiment Time</td>
<td>relatively flexible</td>
<td>Restricted by classroom teaching, it cannot be carried out for a long time</td>
</tr>
<tr>
<td>Observation of Experimental Phenomena</td>
<td>relatively flexible</td>
<td>direct observation</td>
</tr>
<tr>
<td>Basic Knowledge</td>
<td>relatively higher</td>
<td>knowledge associated with experiments</td>
</tr>
<tr>
<td>Experimenter</td>
<td>scientific worker</td>
<td>teacher or secondary school student</td>
</tr>
<tr>
<td>Experimental Skill Level</td>
<td>relatively higher</td>
<td>Basic operation</td>
</tr>
<tr>
<td>Experiment Difficulty</td>
<td>relatively higher</td>
<td>Not too difficult</td>
</tr>
<tr>
<td>Instrument Complexity and Precision</td>
<td>relatively higher</td>
<td>basic instrument</td>
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</table>
5. CONCLUSIONS
The chemistry experiment in teaching is different from the chemistry experiment in scientific research. Chemical experiment design refers to the process in which the teachers use relevant chemical knowledge and skills to integrate the experimental reagents, devices, steps and methods, and formulate the experimental scheme. The experimental design of chemistry teachers is different from that of scientists in that it should be integrated with the teaching contents, students' cognitive characteristics and learning bases. Experimental design ability is an important component and driving force for the professional growth of secondary school chemistry teachers.

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REFERENCES
Research On the Construction and Application of Video Resources in Badminton Teaching

Zimin Fan, Ke Wang, Siyu Fu
Huanghe Jiaotong University, Wuzhi, 454950, China

Abstract: With the release of the action plan for educational informatization 2.0, it officially marks that the development of educational informatization has entered a new stage. It is clearly required to continuously improve the existing digital resource service system to provide a strong guarantee for the development of information-based teaching. Digital resources break through the limitations of textbooks and strengthen the interaction among teachers, learning objects and learning resources. Based on this, this paper takes badminton course as an example to explore the construction and application of badminton teaching video resources.

Key Words: Badminton; Teaching; Video Resources

1. INTRODUCTION
With the rapid development of modern information technology, it has a profound impact on the field of education. Computer, Internet and other technologies are widely used in teaching activities, which has made great changes in the presentation of teaching content, teaching means and students' learning methods. Information-based teaching is more in line with the personality pursuit and personality characteristics of contemporary students, fully meets the learning needs and interests, makes up for the shortcomings of traditional teaching to a great extent, optimizes teaching conditions and improves teaching effectiveness [1]. As a traditional advantageous project in China, badminton has always been popular with high enthusiasm for participation. Badminton in Colleges and universities is also deeply loved by students. Because of its easy to use and low requirements for venues and equipment, badminton has become one of the popular courses. In the traditional badminton teaching, teachers generally adopt one-to-many explanation or personal demonstration. the teaching form is monotonous, and the teaching process is boring. Some students can't hear what the teachers say clearly, while the technical action requirements of badminton are relatively delicate, so it is difficult to master the skills in a short time. At the same time, the badminton class hours in Colleges and universities are relatively short, the number of students is large, and the practice venues are crowded. Limited by the teaching venues and class hours, the badminton teaching quality decreases over time. Therefore, in the information-based teaching era, the effective construction of badminton teaching video resources and its application in practical teaching are of great significance to improve the quality of badminton teaching.

2. BADMINTON TEACHING VIDEO RESOURCE CONSTRUCTION
2.1 Content presentation
The video has the remarkable characteristics of vividness and vividness. It contains rich content for many times. It can attract students' attention, stimulate students' senses in an all-round way, and stimulate students' interest and enthusiasm in badminton learning [2]. Applying teaching video resources to badminton teaching, students can carry out intelligent and autonomous learning through intelligent device terminal and on-site teaching, promote discussion and communication between students, teachers and students, and activate the classroom teaching atmosphere. In the past, there were common problems in badminton teaching that students were difficult to master technology and slow to master technology. However, video resources can effectively solve the above problems, present various technical movements of badminton more vividly, vividly and concretely, and transform them into contents that students can understand and accept more easily, so as to help students learn and master badminton technical movements effectively and quickly. Badminton teaching video resources should be controlled within 1 minutes. In view of the current micro-blog and jitter used by students, tiktok can share video resources [3] with students through these platforms.

2.2 Content organization and structure
The content of badminton teaching video resources should be reasonably designed according to the curriculum syllabus and the actual situation and progress of teaching, and the single video resources should be sorted and integrated, so as to construct a complete video resource content. Badminton video resources should include the following four basic links: technical name - explanation and demonstration of technical action - repeated demonstration of the technical action - key points. First, students can understand the main content of the badminton through the explanation of the video. Second, further present the explanation and demonstration contents of relevant technical actions, the teacher will personally demonstrate the technical actions and explain the essentials of the technical actions in detail with the corresponding subtitles. Through the sensory stimulation of students, gradually strengthen the impression of the technical actions in the brain and help students deeply understand and master the technical actions. Third, by repeatedly playing the video clips of the technical action, students can further deepen their memory of the action. Fourth, present the essentials of technical actions in general, remind students of the detailed actions they should pay attention to, and constantly standardize students' technical actions. In the construction of teaching video resources, we should effectively adjust the organization links of resource content according to
different learning contents to ensure that video resources play the greatest role.

2.3 E-learning scenario

Badminton teaching relies on network information technology to design and develop video resources. In order to further play the auxiliary role of video resources in students' learning, teachers also need to create corresponding network learning situations. By creating an information resource environment and providing video resources to students, students can learn and interact with badminton with the help of the network environment. Through the way of shaking, micro-blog and other channels, we release badminton teaching video resources, students read and study online, and exchange video content in the commentary area, and deepen the understanding of badminton content tiktok.

3. APPLICATION OF VIDEO RESOURCES

3.1 Video resource implementation

The application of video resources mainly refers to the effective application in practical teaching activities after the design and production of video resources. Teachers first make scripts, then collect video materials, then edit the collected video materials, and finally process and manufacture them to form the final badminton video resources. The teacher releases video resources on tiktok or micro-blog platform to guide students to watch and study before class. During the teaching process, teachers will explain in detail in combination with video resources, and students will imitate and practice the technical action compared with the content of video resources. After class, students can continue to watch video resources and repeatedly practice relevant technical actions to continuously consolidate and strengthen. After a period of learning cycle, teachers select key teaching contents, test students' badminton technical level, and record the data information generated in this process.

3.2 Video resource evaluation

Video resource evaluation mainly refers to the evaluation of the effectiveness and practical results of video resources in badminton teaching, which is also an important part of the construction of video resources. Teachers collect the effect of students' use of video resources and the evaluation and feedback of video resources in the process of learning, adjust and optimize video resources on this basis, and constantly improve the construction of video resources. The evaluation of video resources mainly comes from two aspects: Students' mastery and students' feedback. Among them, students' mastery is mainly the result of comprehensive analysis of their technical level. Before and after badminton teaching, students' technical level is tested according to the same items. After comparing the changes of data before and after teaching, students' mastery of technical movements and improvement of badminton level are evaluated. The feedback of students is mainly the result of the questionnaire survey of badminton teaching effect. After badminton teaching is completed, guide students to fill in the badminton teaching effect questionnaire online. Combined with the questionnaire structure, teachers can understand the actual effect and effectiveness of video resources in badminton teaching.

4. CONCLUSION

To sum up, under the background of educational informatization 2.0 era, college badminton teaching needs to pay attention to the construction of teaching video resources, which can be effectively applied in practical teaching, promote students to better master badminton technical actions and improve badminton skill level. It is an effective method to improve the quality of badminton teaching.

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REFERENCE

The Value Dimension and Realization Method of University Network Ideological and Political Education In the Era Of Big Data

Wen Fu
School Of Marxism, Baoji University Of Arts And Sciences, Baoji, Shaanxi 721013, China

Abstract: With the rapid development of information technology in our country, all walks of life also gradually to the informatization, intelligent, digital transformation, the education industry, colleges and universities as the main position of high-end talent training in our country also should follow the footsteps of the Times, constantly improve education teaching way, promotes our country universities cultivate more talents.

Keywords: Big Data; Colleges And Universities; Network; Ideological And Political Education; the Value Of the Dimension

1. INTRODUCTION
The emergence of the Internet has led to great changes in people's learning habits, way of thinking and way of life. In addition, big data has become a major trend in the current social development background. According to the important instructions of the General Secretary: "The development of big data is changing with each passing day, so we must always assess the situation, plan in advance, layout, and take the initiative to face". At the same time, the 19th CPC National Congress also clearly proposed that we must build a scientific and technological power, network strengthening, digital China and other development goals. Therefore, in the era of big data, colleges and universities must strengthen the use of network technology, information technology, big data technology and other aspects, through these technical content to carry out multidimensional ideological and political education.

2. CHALLENGES TO ONLINE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE ERA OF BIG DATA
The advent of the era of big data has brought more possibilities to many industries, mainly due to the characteristics of infinite volume in the era of big data, which can not only meet a variety of development requirements, but also bring a lot of fresh content. Through the network to carry out the ideological and political education work in colleges and universities, not only to meet the needs of the development of the Times, is a perfect fit of big data, under the background of big data in the cloud storage, such as network technology, the network ideological and political education work to bring very great help, can let the students in their life, study, work in the feelings of the role of big data. As colleges and universities ideological and political education work the aim is to cultivate college students' right through, under the background of the era of big data, ideological and political education work can also be spread by DaTiLiang characteristics of big data, show more attractive for students ideological and political content, such as through multimedia show the students some of the social ideological content, In this way, students' interest in learning ideological and political content can be improved, and the pertinence of ideological and political education can be improved [1].

3. THE VALUE OF ONLINE IDEOLOGICAL AND POLITICAL EDUCATION ACTIVITIES IN UNIVERSITIES IN THE ERA OF BIG DATA

Under the background of big data era, the network ideological and political education activities of colleges and universities must fully reflect their own value, which is also the core of ideological and political education. In this context, the network ideological and political education must continue to reform and innovation, and combined with the modern society and the development of China's Party organization requirements, repositioning the value dimension, which is also to establish a correct and suitable for the development of students important educational goals.

3.1 Ideological and political education has obvious ideology
In the era of big data, the society is full of all kinds of online content, whose security and accuracy cannot be defined. If this kind of online ideology is impacted by social values, it will also slowly affect college students. Therefore, when colleges and universities carry out ideological and political education activities on the network, they must improve students' ability to judge and distinguish things, and establish a positive and positive idea. Therefore, in the context of big data era, online ideological and political education activities should strengthen the cultivation of students' ideological concepts and safety awareness [2].

3.2 Analysis from the perspective of social value
Coming of the era of big data, and brought great impact on society, and the main force of social development is a college student, so colleges and universities under the background of the network ideological and political education activities must be explicitly education goals, such not only can solve the problems in the social development, also can cultivate more talents, so what is social demand of talents? Having correct three views, outstanding ability and healthy body all belong to the attribute of social talent demand. Therefore, when carrying out network ideological and political education activities, colleges and universities must conform to the
development needs of the society, carry out ideological and moral education, innovation ability, health and other aspects, so as to train the builders and successors of socialism with Chinese characteristics.

3.3 Analysis from individual value of college students

Under the background of big data era, the network ideological and political education activities carried out by colleges and universities can not only solve the individual development problems of college students, but also help them know more new things. In the current information age, the Internet has become an indispensable tool in students' study and life. With the help of the Internet, college students can not only get in touch with new things quickly, but also access learning materials through the Internet, which is incomparable with traditional education [3]. Therefore, in the context of the era of big data, the network ideological and political education activities of colleges and universities must keep pace with the Times and be able to cope with the new ideas and new things constantly emerging in the network, so that students' network literacy can be comprehensively improved.

4. IMPLEMENTATION COUNTERMEASURES OF NETWORK IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE ERA OF BIG DATA

4.1 Innovate educational concepts

The network ideological and political education personnel in colleges and universities must change the traditional educational concept, strengthen students' awareness of big data, and improve students' data integration ability. For example, teachers can check students' learning status through big data, such as the frequency of students entering the library and the learning status of network platforms. In addition, students' use of wechat, QQ and games can be understood through the big data platform. Through the analysis of these data, teachers can correctly judge students' ideas and manners, and help students solve problems and gradually get out of the dilemma through targeted teaching methods.

4.2 Build a multi-dimensional education platform

In order to help colleges and universities better carry out network ideological and political education, it is necessary to build a multi-dimensional education platform, which can not only enrich the resources of ideological and political education, but also inspire students to actively learn ideological and political knowledge. Therefore, colleges and universities can through some information technology means, combined with the interests and characteristics of modern students, establish a student-oriented network platform, and take this network platform as the university network ideological and political education base. Colleges and universities can release some contents about mental health, employment guidance, ideological and political education on the network platform, which can not only meet the personalized needs of students, but also realize the multidimensional ideological and political education work. In addition, colleges and universities also need to make full use of network resources, through wechat, QQ, Weibo and other ways to provide students with learning resources. This combination of online and offline education and teaching can expose students to more knowledge content and learning methods, so as to expand students' ideological and political concepts.

5. CONCLUSION

To sum up, big data era background, the university network ideological and political education must be as the important content of education, because of the ideological and political education is not just about the healthy development of the students, and conducive to the cultivation of the students' endogenous power, and by big data can help teachers understand students' state of mind, which can be effective to carry out the network ideological and political education work. In this paper, the author analyzes the challenges brought to the network ideological and political education in colleges and universities in the era of big data, expounds the value of the network ideological and political education activities in colleges and universities in the era of big data, and finally discusses the implementation countermeasures of the network ideological and political education in colleges and universities in the era of big data.

REFERENCE


Research On Integrated Teaching Based On Plc Application Technology

Huijing Guo
Puyang Vocational And Technical College, Puyang, Henan 457000, China

Abstract: Taking the integrated teaching process of PLC application technology as an example, this paper expounds and studies the application of integrated teaching method in higher vocational professional courses, defines the development needs of teaching reform, and lays a foundation for further deepening the reform of integrated teaching.

Key Words: Integrated Teaching; Plc Technology; Professional Development.

1. INTRODUCTION
The continuous deepening of the integrated teaching concept of "teaching, learning and doing" in higher vocational colleges has accelerated the reform of higher vocational courses. The integrated teaching method has been recognized and accepted by teachers and students. In the process of teaching implementation, it has constantly pushed through the old and brought forth the new, and achieved certain results. This paper studies and summarizes the development of the integrated teaching method of PLC application technology.

2. DEVELOPMENT OF INTEGRATED TEACHING OF PLC APPLICATION TECHNOLOGY
According to the teaching idea and teaching design principle of "teaching, learning and doing" integrated teaching, we have designed teaching methods such as project teaching, case teaching, situational teaching and post teaching in the teaching process of many core professional skills courses. Taking PLC application technology as an example, after determining the "learning content" according to the "actual work requirements" of the project task in the teaching process, we take the student as the center and the task as the carrier, Let students "learn by doing" and "practice while learning", and use various methods such as project-based teaching and case-based teaching to design teaching links, so as to cultivate students' vocational practical skills. the specific operations are as follows: task situation setting→teachers' standardized demonstration→students' independent exploration→group cooperative learning→learning effect evaluation.

3. TEACHING ANALYSIS OF PLC APPLICATION TECHNOLOGY
PLC application technology is a professional core skill course for Mechatronics majors, which mainly explains the instruction and application of PLC. the teaching content of traditional teaching method is the analysis and design of control program. After learning relevant knowledge, go to the laboratory to do experiments. There are more theoretical knowledge and poor learning effect. After the promotion of integrated teaching, the teaching mode of "based on work process" is adopted, students' learning interest is significantly improved, and their willingness to operate is significantly enhanced.

3.1 Processing of teaching materials
Through the docking research with enterprises and combined with the actual teaching situation of our college, firstly, carefully reform the teaching materials, determine the teaching content and formulate the teaching objectives on the basis of the existing experimental and training equipment. the traditional mode of "theory before practice" in the textbook is changed into the integrated teaching mode of combining theory with practice, which is convenient to realize the integration of knowledge and skills in the teaching process and move the classroom into the training room.

<table>
<thead>
<tr>
<th>Original content structure of teaching materials</th>
<th>Content structure after reform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 4: Step sequence control instruction and Application</td>
<td>Item 4: Y - △ start control of three-phase motor</td>
</tr>
<tr>
<td>Chapter 5: Function instruction and Application</td>
<td>Item 5: Traffic light control at intersections</td>
</tr>
<tr>
<td>Chapter 6: Application design of programmable controller</td>
<td>Item 6: Design and installation of liquid mixing system</td>
</tr>
<tr>
<td>Training 1: Knowledge and use of S7-200 series PLC hardware</td>
<td>Project 7: Neon light control design system</td>
</tr>
<tr>
<td>Training 6: Motor control</td>
<td>Item 8: PLC transformation of electric control system of gantry planer</td>
</tr>
</tbody>
</table>

3.2 Classroom teaching process design
Taking the forward and reverse rotation of three-phase motor controlled by PLC in project 3 as an example, 4 class hours are planned. Combined with the characteristics of integrated teaching, the teaching process is designed into the following links.

3.2.1 Teaching preparation} plan: 5 minutes

The preparation work before the teaching activities is mainly combined with the cloud class preview task for component preparation, equipment inspection and student grouping. When grouping, refer to the production team of the enterprise, and comprehensively consider the complementarity and balance of students' personality, achievement and organizational ability. There are no more than 5 students in each group, and a team leader is set. In
order to mobilize students' learning enthusiasm, the team leader is changed during each project learning.

3.2.2 Create a situation and put forward a task) plan for 10 minutes
The purpose of situation creation is to stimulate students' interest in learning, the teacher will show and explain the contents and situations related to the project task through pictures, courseware, and videos. First, play a video of machine tool processing parts, and ask to carefully observe the operation control of its spindle. Put forward the task: please use PLC to electrically transform the spindle control circuit of the machine tool. In order to let students correctly find out the key points of the task, it is necessary to analyze the task.

Learning task list of PLC Application Technology

<table>
<thead>
<tr>
<th>Learning item 3: forward and reverse control of three-phase motor</th>
<th>Full name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Research and analysis of project tasks.</td>
<td>Class:</td>
</tr>
<tr>
<td>2. Discuss and formulate the implementation plan.</td>
<td></td>
</tr>
<tr>
<td>(1) Scheme design idea (including system block diagram)</td>
<td></td>
</tr>
<tr>
<td>(2) I/O signal distribution and I/O wiring diagram</td>
<td></td>
</tr>
<tr>
<td>(3) Ladder diagram design</td>
<td></td>
</tr>
<tr>
<td>(4) Instruction list program</td>
<td></td>
</tr>
<tr>
<td>(5) Selection of control components (model and specification)</td>
<td></td>
</tr>
<tr>
<td>3. Program implementation process.</td>
<td></td>
</tr>
<tr>
<td>(1) Wiring operator:; Wiring inspector:;</td>
<td></td>
</tr>
<tr>
<td>(2) Program input, debugging steps and existing problems.</td>
<td></td>
</tr>
<tr>
<td>(3) Power on inspection (existing problems and fault phenomena).</td>
<td></td>
</tr>
<tr>
<td>(4) Main causes and solutions of existing problems and faults.</td>
<td></td>
</tr>
</tbody>
</table>

While students discuss, teachers can check and guide, help solve controversial problems in group discussion, and timely urge students with low learning enthusiasm. After each group has determined the plan, the teacher will decide the next link according to the overall discussion of the students. If the task is difficult and most groups cannot complete it independently and correctly, the teacher should analyze and explain the core key points, arrange each group to display the design scheme after the students modify it, and make the modification after the teachers and students comment together, and then carry out the operation.

3.2.4 Scheme implementation, installation and commissioning) plan 50 minutes
This link aims to improve students' practical skills. Firstly, each group completes the connection between PLC and physical object according to the designed scheme, and at least two students conduct comparison and inspection, and then use the programming software to complete the debugging and uploading of PLC program. After the circuit is installed and debugged, each group shall conduct power on test to verify the correctness of the scheme. If the function proposed by the task cannot be realized, the team shall organize discussion, analyze and find out the cause of the fault, and modify the design scheme.

Due to the lack of practical experience of students, troubleshooting is difficult for students. In this link, we should pay attention to the tour guidance of teachers, guide students to learn PLC troubleshooting methods and improve their professional ability.

3.2.5 Effect evaluation) plan: 40 minutes

Summarize the problems existing in the design and implementation of each scheme, and strengthen the application of the key knowledge content of this course. In this link, we should point out the main problems existing in the students' plan, guide the students to pay attention to the summary methods and summarize the relevant knowledge. At the same time, extend the application, so as to draw inferences from one instance and flexibly apply the learned knowledge.

After the scheme is displayed, innovation should be encouraged, and teachers and students should jointly evaluate several groups with better implementation of the project. Giving praise and encouragement to students not only enlivens the classroom atmosphere, but also stimulates learning enthusiasm. After that, each group shall modify and improve the scheme, and fill in the work sheet and assessment form.

3.2.6 Knowledge development) plan: 40 minutes

Knowledge expansion: first, to improve students' ability to solve complex control cases; Second, in order to improve students' ability to relearn new knowledge and skills and cultivate the good habit of lifelong learning; Third, it can narrow the distance between the skills learned in the school and the skills required by the enterprise, and help students to be competent for the post as soon as possible after graduation. For example, knowledge development: Mitsubishi FX PLC is required to complete the design of motor forward and reverse circuits.

The mastery of two different types of PLC technology can help students easily master other types of PLC technology in their future work, and further reduce the distance
between the learned skills and the skill needs of different enterprises. This is the success of our curriculum reform.

3.2.7 Operation arrangement) plan 2 minutes
Project teaching focuses on students' discussion and learning. After the completion of classroom tasks, it is required that some knowledge expansion and relevant preparations for the next project task should be studied by students after class.

For example, operation: pay attention to the changes of traffic lights at intersections, and try the PLC control scheme design of traffic lights.

3.2.8 Site arrangement) plan: 8 minutes
At the end of the course, students should be organized to sort out the training equipment and instruments, and clean the teaching site. For the completed projects, the training equipment and electrical components shall be reset to facilitate the use of the next class.

In the course of teaching, the "work process based" action oriented integrated teaching mode combining "project driven", "discussion method", "guidance method", "role play" and other teaching methods is adopted. Through the careful use of cloud technology, students can easily master the excellent courseware in the classroom and improve their ability to listen to the course actively and flexibly. In the past three years, our graduates have been greatly welcomed by enterprises. The excellent results obtained in provincial and municipal relevant skill competitions also prove the great effect of curriculum reform.

4. THE IMPACT OF INTEGRATED TEACHING ON PROFESSIONAL DEVELOPMENT
The exploration and practice of the integrated teaching of PLC application technology has driven the teaching reform and practice of similar professional courses, provided a template for the teaching reform of similar courses and played an exemplary role. In the integrated teaching practice of "teaching, learning and doing", students' enthusiasm for learning professional courses has been significantly improved, which is reflected in two aspects: first, the learning goal is more clear: through the implementation of the task, we can clearly understand the goal that can be achieved by learning this knowledge point and the occasion of application in practice; Second, master the learning method: no longer only through imitation, can try to consult reference materials, and complete the task independently or cooperatively by communicating with others and interacting with teachers. The professional quality of students is gradually formed under the subtle influence.

The implementation of the integrated teaching method of "teaching, learning and doing" has improved the teaching efficiency of teachers, significantly improved the teaching quality, and the teaching burden of teachers has not increased, so teachers have more time to invest in teaching research. In addition, it has also achieved fruitful results in school enterprise cooperation. Through post practice and training, enterprises are very satisfied with the performance of students, improve the employment rate and achieve a win-win effect.

5. DEVELOPMENT NEEDS OF INTEGRATED TEACHING

5.1 Construction of course materials
Textbook is the main resource of learning, and textbook reform is the main embodiment of curriculum reform. The teaching of skill training is dynamic and needs to be combined with the actual development needs. We need to formulate the content of teaching materials according to the market demand, or compile teaching materials according to the needs of enterprises, keep pace with the times and constantly update, so as to realize zero docking with enterprises.

5.2 Curriculum ideological and political construction
As a higher vocational college, we should not only cultivate students' vocational skills, but also cultivate students' comprehensive quality. At present, ideological and political education is not deep enough in professional courses. "Good ideological and political work should be like salt, but we can't just eat salt. the best way is to dissolve salt into all kinds of food and absorb it naturally". While teaching professional knowledge, professional teachers can improve students' political literacy from a professional perspective, which is the direction we should strive to improve in the future.

5.3 Construction of off campus training base
Through cooperation with many enterprises, we will focus on cultivating students' practical ability and professional skills, comprehensively improve their comprehensive quality, and strive to achieve a win-win situation for schools and enterprises. However, the venue, equipment, capital investment and organizational form of the training base, as well as how to realize that it will not affect the production of enterprises and can exercise students' skills, need further negotiation.

5.4 Attach importance to students' employment guidance
Vocational colleges are not ordinary higher education institutions. While cultivating students' skills, they also need to transport talents. Students themselves do not have sufficient understanding and understanding of the employment environment and can not find their own goals. Therefore, schools should carry out vocational guidance while carrying out project teaching. According to the performance of students in the process of project implementation, help students choose career direction, let students realize self-awareness and find their own employment goals.

To sum up, for the integrated teaching practice of "teaching, learning and doing" in higher vocational colleges, what we lack is not ideas and theories, but teaching practice combined with practice. We should reform according to the actual practical conditions and the existing teaching equipment, build a professional curriculum system based on the needs of production, and then implement the project-based teaching reform to cultivate practical technical talents for the market.

REFERENCE
Research On Art Education of Intangible Cultural Heritage Oriented Towards Craftsman Spirit

Yonghua Guo
Huichang Secondary Vocational School Province, Ganzhou, Jiangxi, China

Abstract: In the new era, the craftsman spirit needs to have the spirit of "keeping", temper the mentality and skills, the pursuit of perfection; To pursue the potential of "breaking", we need to break through difficulties and experience, dare to challenge and explore; the courage of "departure" requires the courage to break limits and inertia, dare to try and error and repetition. From the Angle of art, the article studies fine arts education in view of how to inherit intangible cultural heritage. Its goal is to enable students to explore the deep meaning of intangible culture more deeply, so that they can acquire more knowledge and skills, so as to better integrate into the contemporary society.

Key Words: Craftsman Spirit; Intangible Cultural Heritage; the Fine Arts Education

1. ARTISAN SPIRIT AND INTANGIBLE CULTURAL HERITAGE ART
1.1 Relevant definitions
1.1.1 Definition of craftsman spirit
The spirit of craftsman is an ancient term in China. There is a word "craftsman" in "Examination of Labor", which refers to craftsmen who pay attention to rules and skillfully make utensils. "Shuo Wen Jie zi" said: "workers, to qiao for decoration, to shape for shape." "Craftsman, is used to make objects". Since ancient times, China has respected artisans and regarded excellent craftsmen as "saints", such as Fu Xi's fishing net, Yao's palace building and Shun's pottery making. To be specific, "craftsman" is a concise summary of ancient Chinese people's excellent qualities, such as dedication, pursuit of perfection, study and refinement, as well as morality and art. In the new era, advocating the spirit of craftsman is not to return to the life of craftsman, but to find a more rational environment for cooperation with machinery [1]. the "new craftsman spirit" in the new era of "Internet plus" is characterized by at least a spirit of "keeping", tempering one's own mentality and skills, striving for perfection, having the spirit of "breaking", going forward bravely despite hardships, daring to try and challenge, having the courage to "leave", breaking through limits and iterating constantly.
1.1.2 Intangible cultural Heritage art
Intangible cultural heritage is regarded as a part of the cultural tradition by various regions, groups and individuals. Intangible cultural heritage not only focuses on material expression and form, but also on the exquisite skills, unique way of thinking and rich spiritual connotation expressed in artistic forms. the "intangible cultural art" defined in this paper is closely related to the art major, meets the requirements of art education syllabus for primary and secondary schools, and meets the requirements of students' physical and mental development and art learning.

1.2 Connection between craftsman spirit and art of intangible cultural Heritage
1.2.1 Adhering to the craftsman spirit is the premise of inheriting intangible cultural heritage
Most of the works of art are meticulous in the craftsmanship, the pursuit of seiko fine seiko way. Existing crafts are also the result of artisans' improvement and innovation based on strict adherence to tradition and local characteristics. the successors of "intangible heritage" are the craftsmen who are willing to be lonely and stick to it silently. They teach their skills to their apprentices. They constantly perfect, improve and optimize their skills to pursue the limits of their works and make their works more excellent. It can be seen that the essence of craftsman spirit permeates the intangible cultural heritage activities, and adhering to the principle of craftsman spirit is the root of its intangible cultural heritage.
1.2.2 Remodeling craftsman spirit is the core of INTANGIBLE cultural Heritage
Production protection is the innovation of traditional skills. Wang Wenzhang points out that the cultural and technical value of "intangible cultural heritage" of skills should be reflected through artisans' manual creation, while traditional technological processes and core skills should be protected, inherited and promoted through production practices [2]. the best way is to inherit, produce and develop intangible cultural heritage projects so that they can produce social and economic benefits and maintain the economic basis for their survival and inheritance. "Intangible cultural Heritage" project must adhere to the progressive skills, in the fierce competition in the market, constantly develop new vitality.

2. ART EDUCATION IN THE INTANGIBLE CULTURAL HERITAGE OF CRAFTSMAN SPIRIT
2.1 Status quo of art education in intangible cultural heritage
Since the early 21st century, the research on "INTANGIBLE cultural heritage" in the art course teaching of primary and secondary schools in China has gradually turned from virtual to real, and gradually developed into a hot spot in today's campus art teaching. Therefore, the value, goal, content, teaching methods and evaluation strategies of "intangible cultural heritage" course have also been paid more and more attention. From
the perspective of the art curriculum and education channels of intangible cultural heritage in primary and secondary schools, teachers mainly adopt the following two ways: one is to explore the existing "intangible heritage" teaching materials; the other is to explore and look for local "intangible cultural heritage". From the "intangible" into the process of art education of primary and secondary schools, most teachers are the static way of "intangible" heritage, only teach some simple knowledge and skills, such as: tie-dye, paper cutting, woodcut New Year pictures, etc., although there is also a method, process, emotion, attitude, values, etc., but only to stay on the surface, not to delve into effect. Most scholars are discussing and answering "the significance of school art curriculum and education inheritance", but the answers to "why to continue" and "how to carry out meaningful inheritance with craftsman spirit" are still at the surface.

2.2 "Intangible cultural Heritage" art education directed by craftsman spirit

2.2.1 The purpose and content of art teaching of intangible cultural Heritage directed at craftsman spirit

Centered on the idea of "craftsman spirit", the course will be closely linked to life events and social issues as part of a curriculum of construction, discussion and criticism; In the teaching purpose, let the students understand the art form and cultural background of the intangible cultural heritage, so as to obtain the aesthetic consciousness of the intangible cultural heritage; Understand the background, functional significance and creative wisdom of the creation of intangible cultural heritage, so as to obtain the aesthetic understanding of intangible cultural heritage; Excavate the artistic representation and significance of intangible cultural heritage, and acquire aesthetic exploration of intangible cultural heritage; Understand the art and aesthetic way of intangible cultural heritage, master the skills of aesthetic expression; To understand the relationship between the inheritance of intangible cultural heritage and the society and individuals, and to engage in critical thinking, so as to acquire higher visual criticism. In the programming of the program, from the historical story of the INTANGIBLE cultural heritage, to the resource appreciation of the intangible cultural heritage, and then to the discussion of the theme of the intangible cultural heritage, the experience and experience obtained will be presented in the form of artistic creation.

2.2.2 Approaches and evaluation of "intangible cultural Heritage" art education based on craftsman spirit

In art education, first of all, focus on exploration and synthesis. Second, conduct research in a situational environment. Thirdly, experiential learning should be carried out in a realistic social context. Fourth, dig deeply into the social history of intangible cultural heritage [3]. In the course evaluation: first of all, attach importance to the evaluation of students' artistic quality. Second, pay attention to the training of students' intelligence and ability. It pays attention to the evaluation of students' high-level abilities of thinking, analysis, combination and judgment, the stimulation of language and logical thinking, the transfer ability of "intangible cultural heritage" and contemporary life, the evaluation of students' high-level cognitive ability, affective cognitive ability and meta-cognitive ability, as well as the connection and integration among abilities. Thirdly, students should understand the spiritual meaning of "intangible cultural heritage", interpret and interpret the cultural meaning of "craftsman", apply and criticize.

3. CONCLUSION

In today's era of rapid development of s, should be adhering to the spirit, in view of the fine arts education, from the perspective of the spirit to study, encourage students to study the concept and significance of intangible cultural heritage, carry forward the spirit of the connotation, and realize its value, promote the overall progress of intangible cultural heritage in China fine arts education.

REFERENCE


Application Of Hybrid Learning in Nc Programming Teaching in Higher Vocational Colleges

Daogang Han
Shandong Vocational College Of Industry, Zibo, Shandong 256414, China

Abstract: Blended learning is the current education is widely used in the field of a new type of education mode and teaching idea, the definition of blended learning is differ, define it as online learning and study, face to face and have to be defined as the integration of online learning and classroom teaching, covers the face to face communication, interaction and to learn the advantage of online learning is convenient. Based on this, this paper first expounds hybrid learning, and analyzes its application in higher vocational CNC programming teaching.

Key Words: Blended Learning; Higher Vocational Education; CNC Programming

1. INTRODUCTION
Blended learning is totally different from the traditional study way, is to effectively combine the conventional learning and digital learning a way of learning, not only can reflect teachers' dominant position, also helps to exert the principal role of students in learning, stimulate students learning enthusiasm and initiative, so as to better achieve the teaching goal. Blended learning integrates classroom learning and online learning, and actively uses network information technology and multimedia auxiliary means to achieve the maximum teaching effect on the basis of controlling education costs, which is of great significance for improving teaching efficiency and teaching quality [1]. Numerical control programming is one of the key courses of numerical control specialty in higher vocational colleges. The main purpose is to help students master the basic programming knowledge and skills of numerical control equipment and the ability to apply numerical control equipment. The application of hybrid learning in numerical control programming teaching in higher vocational colleges can promote the effective integration of traditional teaching and online teaching, and actively use modern information technology and network platform learning resources, which is helpful to improve students' professional level and cultivate practical ability.

2. INTRODUCTION TO BLENDED LEARNING
Blended learning is mainly the combination of traditional learning methods and modern network platform resources to achieve the corresponding learning results, mainly reflected from the following aspects of learning mix. The first is the theoretical mixture, the blended learning provides students with learning guidance by virtue of a variety of learning theories and helps students quickly adapt to a variety of learning styles, including humanism, constructivism, situational cognition and so on. The second is resource mixing. Hybrid learning relies on the rich and colorful learning resources of network platforms to expand students' choice of learning methods, including online courses and resource sharing.

3. APPLICATION OF HYBRID LEARNING IN NC PROGRAMMING TEACHING IN HIGHER VOCATIONAL COLLEGES
3.1 Establish teaching objectives
Numerical control programming course teaching in higher vocational colleges should first clarify teaching objectives, including students' knowledge and ability, vocational skills, professional quality, etc. [2]. In terms of knowledge and skills, students are required to understand the common instruction codes of CNC machine tools, master the numerical control programming process of parts, and be familiar with the relevant structural knowledge of CNC machine tools and the processing knowledge of CNC machine tools. In terms of vocational skills, students are required to be able to correctly and reasonably develop parts processing technology, write parts NC machining procedures, correctly operate CNC machining equipment for processing, and have the ability to independently process parts. In terms of professional quality, students need to according to the needs of the work flow and safety operation specification of CNC operation, an additional problem to apply knowledge in analysis to solve the work of emergencies, in the work has the good team cooperation spirit, professional ethics, safety consciousness, is good at summarizing the shortage of the work, the further analysis to explore the problems, Take the initiative to learn new knowledge and technology, and apply them to practical work reasonably.

3.2 Numerical control programming course hybrid learning course design
According to the teaching characteristics of higher vocational colleges and students' learning situation, the blended learning is applied to nc programming course teaching, and the blended learning course design is carried out. For numerical control machining concept, numerical control programming foundation and data processing, numerical control machining technology analysis and other chapters of the course adopt hybrid teaching method, through sharing method, teaching method, discussion method and task-driven method to guide students to learn the course, the above course content teaching is completed in the classroom. For machining center programming, CNC lathe programming and other chapter courses, through discussion method, demonstration method in the...
computer room programming learning. For machining center operation, CNC lathe operation and other chapters of the course, through the results of demonstration method, demonstration method in the training room for students to practice training. Combining with the teaching content, reasonable choose learning environment for students, teachers can choose in the classroom learning theory, learning programming can choose in the computer room, practice can choose in the training room, by adopting theory teaching, virtual simulation and practical operation of hybrid teaching to make students learn NC programming expertise, to let students use different way to learn to master professional knowledge.

3.3 Implementation of hybrid learning of NC programming courses

Numerical control programming courses in higher vocational colleges can help meet students' personalized learning needs by adopting hybrid learning, so that students can understand the importance of unity, cooperation and communication in the process of mastering professional knowledge and skills, improve their self-learning ability and learning enthusiasm [3]. Numerical control programming course hybrid learning needs to be effectively transformed according to the different teaching content, covering theoretical learning, practical training, virtual simulation and so on. Teachers should actively use network learning resources, collect relevant materials, materials, videos, etc., and test the collected network resources before the beginning of the course to ensure that they meet the learning ability of students. In the mid-term and final tests, the teaching process is evaluated comprehensively, classroom learning is recorded, students' learning achievements and works are displayed, and the final evaluation is given by teachers. In view of the hybrid teaching of numerical control machining concept, numerical control programming foundation and data processing, numerical control machining technology analysis and other theoretical teaching, teachers need to sort out the teaching content, collect resources suitable for this major and course through the network platform, expand the scope of knowledge coverage. Make it into PPT, animation, video and other learning resources and transfer them to the network platform for students to watch before class, help students preliminary understand the course content in advance, and teachers ask questions for students to discuss and communicate with each other, laying a foundation for the follow-up practice training. For machining center programming, CNC lathe programming and other computer room based hybrid teaching, students in the study of basic theoretical knowledge, divided into a number of groups to design the process plan, class evaluation by the students combined with the knowledge of independent programming, using numerical control simulation software to complete the test. And the teacher will upload the simulation operation video to the network platform for other students to watch repeatedly until they fully understand. For machining center operation, CNC lathe operation and other practice-oriented hybrid teaching, students compile the parts processing program, in the parts processing virtual simulation processing, according to the requirements of the drawings to complete the parts processing. In the process of processing, for the procedures of alarm problems, teachers timely guidance, for students to explain in detail to solve the problem.

4. CONCLUSION

In conclusion, in the teaching process of NUMERICAL control programming courses in higher vocational colleges, hybrid learning is more conducive to improving teaching efficiency and learning effectiveness compared with traditional face-to-face classroom teaching. Hybrid learning combines traditional classroom teaching and network learning. On the one hand, it can promote the change of teachers' traditional teaching ideas and enrich teaching connotation. On the other hand, it can meet the personalized learning needs of contemporary college students and stimulate students' interest and enthusiasm in learning. Blended learning utilizes rich and colorful network learning resources to broaden students' horizons, clarify learning objectives, cultivate students' innovative thinking, promote teachers to constantly adjust and optimize teaching modes, and achieve continuous improvement of teaching quality.

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REFERENCE

Application Of Autonomous Cooperation Model in Higher Vocational Language and Literature Teaching

Shuang Han
Jinzhou Normal College, Jinzhou, Liaoning 121000, China

Abstract: With the development of society, the current society has higher requirements for the comprehensive quality of students. Many colleges and universities face the demand for talents in the new era by changing their own education mode. For the subject of Chinese language, its purpose is to cultivate Chinese language talents with high comprehensive quality, but the current Chinese language education has exposed many problems in the process of carrying out. Therefore, under the new educational background, colleges and universities use the independent cooperation mode to promote the optimization of the classroom of Chinese Language Education in higher vocational colleges. This paper discusses the application of independent cooperation model in Higher Vocational Chinese language and literature, hoping to provide useful suggestions for Higher Vocational Chinese language and literature education in China.

Key Words: Independent Cooperation; Higher Vocational Colleges; Chinese Language And Literature

1. CURRENT SITUATION OF CHINESE LANGUAGE AND LITERATURE TEACHING IN HIGHER VOCATIONAL COLLEGES

1.1 There are some misunderstandings in teaching thought
The first problem in the Chinese language and Literature Classroom of higher vocational colleges is the error of teaching thought. Due to the nature of higher vocational colleges, higher vocational colleges cultivate technical talents for the society. Therefore, in the process of cultivating students, higher vocational colleges pay more attention to the cultivation of students' professional ability, and in the process of cultivation, they mainly pay attention to the employment status of students. For other aspects of training is not so concerned, especially Chinese language and literature, which seems to have nothing to do with the improvement of professional ability, higher vocational colleges will not care about the development of Chinese language and literature education. Although this training method is conducive to the cultivation of students' professional ability, it does not help students' comprehensive quality and personal quality, which leads to the fact that students are not conducive to their own development after work. Vocational colleges do not pay attention to Chinese language and literature, and even have some prejudice. Even some students majoring in Chinese language and literature feel that their major is not good [1].

1.2 The design of curriculum structure system needs to be improved
In the education mode of higher vocational colleges, the curriculum structure of Chinese language and literature is not perfect, which leads to the current situation of the development of Chinese language and literature curriculum is not very ideal. At present, the society is in the stage of rapid development, but the text of Chinese language and literature has not received the attention of higher vocational colleges, resulting in the lack of its own educational resources, which leads to a certain lag in the selection of teaching materials of Chinese language and literature, and there are certain restrictions in the educational system. At present, the teaching materials of Chinese language and literature are very backward versions, Higher vocational colleges do not choose appropriate teaching materials for Chinese language and literature, which leads to the lack of practicability of the knowledge learned in the process of carrying out teaching activities. Therefore, when carrying out Chinese language and literature education, higher vocational colleges should actively explore the needs of the market and adjust the teaching content of Chinese language and literature.

2. APPLICATION OF CHINESE LANGUAGE AND LITERATURE IN CHINESE LANGUAGE TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 It can effectively improve students' learning efficiency
Carrying out the independent cooperation mode to study Chinese language and literature can improve students' learning efficiency. the independent cooperation mode is to let students study independently, weaken the dominant position of teachers and give full play to the importance of students in the classroom. Teachers should fully mobilize students' learning enthusiasm, enable students to study actively, change the current situation that students rely too much on teachers in the classroom, and make students interested in Chinese language and literature. According to the survey and statistics, students' learning efficiency will be higher than that of students led by teachers. In Chinese language and literature, students should feel its charm and let students learn actively, Learn from each other and improve their learning efficiency [2].

2.2 It can effectively improve students' self-control ability
Through the development of independent cooperation mode, students' self-control ability can be effectively improved. In the traditional teaching mode, teachers are the focus of teaching activities, but in the independent and cooperative teaching mode, students are the focus of
teaching. Through the development of independent cooperative teaching, students can explore the charm of Chinese language and literature by themselves, and enhance the attraction of the subject to students through sharing and discussion among students, so as to make students more interested in Chinese language and literature. Teachers are no longer the main supervisors in the classroom, and interest is the best teacher to urge students to learn. Therefore, carrying out independent and cooperative teaching is conducive to improving students' self-control.

2.3 It can effectively improve students' cooperation ability. There are two key points in the study of Chinese language and literature under the mode of independent cooperation. One is the autonomy mentioned above, and the other is cooperation. Cooperation is the cooperation between students and teachers. Only through cooperation can we learn better, avoid the phenomenon of "making cars behind closed doors" in learning, and actively exchange feelings and problems in the learning process. The teaching method of independent cooperation can effectively improve students' team spirit, so that students can quickly integrate into the team and understand the importance of the team in their future career.

2.4 Be able to effectively improve the comprehensive level of students. The teaching mode of independent cooperation in Chinese language and literature is conducive to the improvement of students' comprehensive ability. First of all, the literacy of Chinese language and literature has been improved. the improvement of cultural literacy is conducive to the improvement of self-cultivation. Second, the teaching mode of independent cooperation can effectively improve students' autonomous learning ability, enable students to improve their self-control ability in learning, and make themselves more self-discipline. In addition, the teaching mode of independent cooperation can also make students understand the importance of team, Cultivate students' language organization ability and good character, and promote students' all-round development [3].

3. APPLICATION MEASURES OF INDEPENDENT COOPERATION MODE IN CHINESE LANGUAGE TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 Focus on learning and cultivate students' learning enthusiasm. In the process of developing Chinese language and literature, we should first grasp the focus of learning and cultivate students' learning enthusiasm. First of all, teachers should clarify the goal of developing Chinese language and literature, deeply explore the content of Chinese language and literature, and grasp the key points of learning. When carrying out independent cooperative teaching, teachers should control the teaching content, guide students to grasp the key points of learning in the process of Independent Cooperative Learning, so as to make students have motivation in the process of learning and actively carry out learning activities.  

3.2 Pay attention to their interests and cultivate students' awareness of autonomous learning. "Interest is the best teacher". In the process of carrying out teaching activities, teachers should improve their interest in learning Chinese language and literature, so that students can learn actively. Teachers can ask students to fill in the questionnaire related to Chinese language and literature knowledge through regular questionnaire survey, grasp students' points of interest, avoid stereotypes in the classroom, carry out teaching activities in a more flexible way, and improve students' awareness of autonomous learning.

3.3 Give space and help students cooperate with new teaching models. The biggest feature of autonomous and cooperative teaching is to promote students' autonomous learning, which needs to give students more autonomous learning space when carrying out teaching activities, so that students can have enough time to explore the charm of Chinese language and literature, and learn Chinese language and literature through cooperative learning under the guidance of teachers, so as to make Chinese language and literature more practical and improve students' comprehensive quality.

4. CONCLUSION

To sum up, the independent cooperation mode is of great help to the teaching of Chinese language and literature. It can improve students' learning efficiency, make students interested in the learning of Chinese language and literature, enhance students' self-control, promote the improvement of autonomous learning ability, improve students' cooperation ability, make students realize the importance of team, and promote the national development of students.

REFERENCE

The Influence of Network Literature On Middle School Students' Reading Habits And Writing

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

Abstract: Reading and writing teaching is an important part of teaching process. Relevant teachers need to strengthen the application of modern teaching technology and equipment, enrich teaching resources, cultivate students' reading habits and accumulate writing materials; With the continuous development of modern network literature, a considerable number of middle school students will read a lot of network literature. In order to avoid students' dependence on network literature, relevant teachers need to improve their understanding and attention of network literature, innovate teaching methods, integrate it with the teaching process, guide students to develop good learning habits and ensure the smooth progress of the later teaching process. The following mainly analyzes and explores the impact of network literature on middle school students' reading habits and writing.

Key Words: Network Literature; Middle School Student; Reading Habits; Writing

1. SPECIFIC OVERVIEW OF NETWORK LITERATURE

1.1 Concept
Generally speaking, the so-called network literature mainly refers to the literary works created by some network writers based on the network system platform. Through the investigation of a large number of network literature, it is found that their common literary works can be divided into three categories: 1 Works created and published by online writers directly on the Internet; 2. Upload the created literary works and documents to the network platform by means of manual input or electronic scanning; 3. Literary works created by several network writers or readers in the network platform have strong openness [1].

1.2 Current situation
With the passage of time, the advent of online novels has driven the rapid development of the field of online literature; However, this situation leads to the continuous reduction of the threshold and difficulty of online literary creation. A considerable number of creators are in order to obtain more rich benefits, and their literary works are empty and lack of rigor; Coupled with the lack of strict norms and standards for the audit of online literature editors, the phenomenon of plagiarism is serious, which affects the healthy development of the field of modern online literature.

2. THE INFLUENCE OF NETWORK LITERATURE ON MIDDLE SCHOOL STUDENTS' READING HABITS AND WRITING

2.1 Positive impact

2.1.1 Broaden students' horizons
Middle school Chinese is one of the important subjects, and its teaching level has a great impact on students' growth and development; the amount of reading affects the improvement of students' knowledge level and vision to a great extent; In the process of daily study and life, middle school students can learn a lot of writing skills and words and sentences by reading a large number of online literature, which provides convenience for their own writing process in the later stage; On the other hand, while reading, students can browse the current political news, help students expand their horizons, improve their ideological level, and ensure their healthy and stable growth and development.

2.1.2 Develop reading interest
In any teaching process, its teaching level is easily affected by students' learning interest and other factors; Due to the influence of traditional educational ideas and methods, the classroom teaching atmosphere is dull and boring, and students' learning interest can not be effectively improved, which limits the improvement of the overall level of teaching; In order to solve these problems, relevant teachers can strengthen the integration of network literature and teaching process, guide students to upload their own articles to the network platform and update them regularly, so as to cultivate students' interest in writing and lay a good foundation for the improvement of the overall level of Chinese teaching.

2.1.3 Enrich students' emotion
As middle school students are in a critical period of growth, their thoughts and emotions are relatively rich and their hearts are sensitive. If teachers do not pay attention to them, it will greatly affect the optimization of the relationship between teachers and students. Therefore, in actual teaching, relevant teachers can introduce network literature, and students can choose literary works for reading according to their own preferences, resulting in emotional resonance, so as to enrich students' own emotions, Provide sufficient promotion for the improvement of later reading and writing level.

2.2 Negative effects

2.2.1 Empty content
At the same time, when network literature is applied to middle school Chinese teaching, due to the lack of strict review and supervision of the network platform, some creators will express their content according to their own creative preferences and emotions, resulting in the lack of the original calm, solemn and profound characteristics of literary works; On the other hand, although a large number of gorgeous words are used in some works, their contents are relatively empty, which can not provide reference help for students' reading and writing, and even weaken the...
original vitality and vitality of middle school students, which will have a great impact on their own healthy growth and development [2].

2.2.2 Lack of language rigor
In addition, the characteristics of preciseness also belong to one of the key links in the process of literary creation. However, the creation process of some online literary works lacks standardized management, and the randomness of vocabulary, language and forms of expression is strong. Over time, it will have a negative impact on students' writing process and reduce their writing level, which will affect and hinder the overall development of Chinese teaching.

3. STRENGTHEN THE OPTIMIZATION OF THE IMPACT OF NETWORK LITERATURE ON MIDDLE SCHOOL STUDENTS’ READING HABITS AND WRITING

3.1 Strengthen the understanding and attention of network literature
At present, in order to strengthen the treatment of the influence of network literature on middle school students' reading habits and writing, relevant teachers first need to fully understand and pay attention to network literature, strengthen communication with students in their daily work, clarify students' reading interests, quote network literature on this basis, provide students with a large number of literary works that meet their interest needs, and constantly improve students' reading interests, and develop the corresponding reading habits to lay a good foundation for the smooth progress of the later teaching process.

3.2 Strengthen the integration of network literature and reading and writing teaching
Generally speaking, in the process of Chinese teaching in middle schools, writing teaching also occupies a key position. In order to ensure the teaching level and quality, relevant teachers can combine it with reading and writing teaching with the help of the application of network literature, and students can accumulate writing skills and materials independently. Teachers regularly arrange writing topics, and students can write independently to gradually improve their writing level. Further improve the overall level and quality of Chinese teaching.

3.3 Strengthen the creation of network system platform
In addition to the above measures, in order to strengthen the improvement of the processing level of the impact of network literature on middle school students' reading habits and writing, relevant teachers can also strengthen the establishment of network system platform, guide students to publish their own articles to the platform, and log in to the account for systematic interaction and communication, so as to realize students' mutual evaluation, understand their own writing shortcomings, and absorb the high-quality experience of other students, While improving the teaching efficiency and quality, optimize the classroom teaching atmosphere to ensure the normal and stable progress of the later teaching process [3].

4. CONCLUSION

5. To sum up, as one of the new things, network literature has a wide and in-depth application range in the operation of modern society and has a great impact on people's daily work and life; At the same time, it will also affect some middle school students' reading habits and writing; In order to ensure the smooth progress of the teaching process, relevant teachers need to actively change the traditional educational ideas, innovate teaching methods, strengthen the application of network literature in daily teaching, provide students with rich reading materials, accumulate writing vocabulary and skills, and stimulate students' interest in reading and writing, so as to strengthen and improve their own writing and overall learning level and avoid the emergence of traditional teaching problems, So as to promote the further development of modern middle school Chinese teaching and education industry as a whole.

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Abstract: In view of the actual situations of the online and offline hybrid teaching in higher vocational colleges, such as the fault of online and offline teaching, the weak motivation of students' participation in class and the insufficient facilitation capacity of teachers, taking "Internet +" as the background and combining with information technology, the facilitation is introduced to carry out teaching innovation practice for the course "Foundation of Sociology". By creating a safe learning environment and using "Internet+facilitation" in the whole process from pre-class to in-class to after-class, the implementation of ideological and political curriculum has achieved good teaching effects.

Keywords: Online And Offline Hybrid; Facilitation; Learning Environment; Curriculum Innovation

1. INTRODUCTION
"Internet+education" has become the main direction of higher teaching reform, which means that "Internet +" is triggering the reform of education and teaching mode, comprehensively promoting the innovation of education evaluation method and significantly promoting the improvement of education governance level (Liu Xuezhong, 2020). From the khan Academy model of the first generation, to the flipped classroom model of the second generation, to the hybrid online and offline teaching model of the third generation, "Internet+Education" promotes the reform of traditional teaching in colleges and universities, creates a variety of hybrid learning Spaces that break the time and space, and makes teaching methods more flexible.

But the majority of Online and offline hybrid teaching practice focus on production and transmission of the information-based teaching resources, efficient facilitation in the classroom is uneven, even not better than the traditional teaching, the deeper objectives of developing students' general application and problem-solving skills are not effectively achieved (rui-long Yang, etc., 2018; Dong Xiaqian, 2017). Therefore, There are positive practical implications of effectively combining "Internet+Facilitation" for higher education teaching innovation..

2. CURRENT SITUATION AND PROBLEMS OF FACILITATION IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF "INTERNET +"

2.1 The sharing of digital resources is realized, but there is still a gap between online and offline teaching Under the development of "Internet+education", the development and enrichment of high-quality online resources help students to break through time and space and understand knowledge according to their own needs and learning progress, which greatly improves the sharing of teaching resources and the full understanding of pre-class learning. However, there are also problems of the gap between online and offline teaching. In particular, vocational college students have weak initiative and theoretical analysis ability. Students fail to ensure online learning in advance and quality of learning before class, and simply complete tasks in class, which is not conducive to comprehensive understanding of knowledge. Therefore, we should not only seize the advantages of information teaching, but also constantly ensure the realization of effective online and offline hybrid learning, especially using facilitation throughout the whole process of online and offline.

2.2 Students are accustomed to the traditional learning mode and lack motivation to participate in classroom From the perspective of the main body of classroom learning -- students, most vocational college students are still accustomed to the traditional learning mode of listening to lectures. In the case of not ensuring sufficient independent learning of relevant course materials before class, they will be even more at a loss when they are required to carry out group facilitation, project exploration and other participatory discussions in class. Therefore, it is necessary to change students' learning cognition firstly, let them realize the importance of doing in learning and learning by doing, and enhance students' motivation to participate in class, so as to effectively improve the teaching effect.

2.3 Teachers' use of Internet technology is a mere formality and lack of effective facilitation skills From the perspective of the main body of classroom teaching -- teachers, the facilitation in higher vocational education lacks the innovation of teachers’ cooperation and guidance in the process, and is often limited to the cooperation between students and students. the realization of teacher-student co-construction in participatory classroom needs to be further operationalized. Current higher vocational classroom use of facilitation attempt, but most of the literature data and research of higher vocational teachers' interview to know, the implementation of the design in the lesson mostly involves the teacher assigning group tasks and students working in small groups, but the learning effect is not good, the students have all kinds of problems in the team.
cooperation, influence the learning process. In a group, students not only need to complete learning tasks, but also have to communicate with different learning styles of group members. In this process, teachers' facilitative guidance is essential. However, most vocational teachers do not play an effective role in the process of facilitation, or they have guidance but lack of skills or innovative ways. In the context of "Internet +", facilitation can help teachers to break the traditional teaching which cannot do according to students’ aptitude, so that teachers pay attention to the individual differences of students, which puts forward higher requirements for teachers' skills of guidance in class. Therefore, there is a need to further explore the operationalisation of facilitation skills for teachers to create participatory classrooms and effectively guide student learning in the context of information-based teaching and learning.

3. TEACHING INNOVATION PRACTICE OF "INTERNET +FACILITATION"

3.1 Connotation of "Facilitation"
In order to realize student-centered and competence-oriented participatory classroom construction, "facilitation" can be a choice of core teaching technology. The application of facilitation should create a safe learning environment for students firstly. Secondly, in terms of the concept of facilitation, it emphasizes returning the main body of the class to the students, because it firmly believes that every student's experience and ideas are valuable, and encourages students to self-awareness in diversity, openness and respect. In terms of skills, through listening, questioning, induction and so on to achieve team creation. In this process, facilitation enables participatory learning to be effectively realized. Through the facilitation between teachers and students, the facilitation between students and students can be promoted. Students and teachers share their rights with each other, empowerment can be realized, and students' subjectivity will be obviously stimulated. Finally, the realization of comprehensive education, promoting individual transformation and social change. In the case of online and offline hybrid learning mode, the advantages of online resource sharing should be well taken advantage of, and the use of Internet technology and facilitation skills should be strengthened in classroom teaching, so as to mobilize students' active participation and in-depth sharing and learning in classroom learning and effectively improve the learning effect.

3.2 Teaching innovation of the course Of Foundation of Sociology
Foundation of Sociology is a professional basic course for freshmen majoring in social work. It helps students to understand social phenomena and analyze social problems through special study of sociology, and lays a foundation for providing professional services to solve social problems in the future. Since 2013, this course has introduced the concept and technology of "facilitation", carried out teaching innovation for 8 years, and accumulated rich experience.

3.2.1 Set up containers: Create a safe learning environment and build relationships
A container can be interpreted as a steaming soup filled with various ingredients. It creates a safe learning environment for participants, which allows students to see each other. A good "container building" can help students express different emotions and ideas in the learning process, including in study groups, guide them to open up to themselves, and help participants to think "who is in this space?" From beginning to end, this course attempts to create a human-centered learning environment that allows students to participate in both physical and psychological Spaces. In the construction of physical space, the first is the site setting, using multimedia intelligent classrooms, convenient for students to walk and communicate, the second is to create a shared space for information, including the information sharing of some APP. Teachers also provide large white paper, colored pens, white boards and other props to encourage students to "visualize" expression, record information, keep up with the dynamic discussion at any time, and make the dialogue more smooth.

In the construction of psychological space, students are willing to step out of their comfort zone and explore more deeply only in an environment where they feel secure. One is to help students build community. In the introduction class, teachers and students discuss their imagination of college classroom and reach agreement on classroom norms (respect, listening, sharing, etc.). Use team points incentive system to encourage students to participate in the group; Combined with the special study of sociology, students are guided to clarify the role of group members and conclude group contracts, discuss the conditions for successful cooperation and help the group to set goals and resolve conflicts, so as to help students build a sense of belonging to the group layer by layer. The second is to promote people-to-people connections. There are both teacher-student connection and student-student connection in the classroom. In class, we pay attention to the emotion of students that day, which makes students pay more attention and promotes the subsequent sharing. Meanwhile, teachers pay attention to the classroom atmosphere and adjust strategies timely. The establishment of community and the promotion of teacher-student and student-student connection can effectively lay an emotional foundation for the subject learning and offline group facilitation of the course.

3.2.2 Teaching implementation: "Internet+facilitation" is applied in three stages to promote dialogue
In the course "Foundation of Sociology", using online and offline hybrid teaching, teachers build class in the ICVE app, in the whole process "before - in class- after class" information platform open teaching resources and teaching task arrangement, student data are collected fast, with the function such as voting, it is easy to push students to participate in, improve the classroom efficiency. Realize data storage and extraction of teaching and learning in the classroom.

Before class, teachers release the teaching materials and learning tasks related to each subject of the course, follow up in real time after students complete the corresponding
tasks, analyze the learning situation in time, and adjust the classroom teaching methods at the right time. Before class, there are both individual homework and group homework according to learning objectives. For group homework, teachers also use the information platform to follow up group cooperation in real time.

The teaching and learning process in the class always strengthens facilitation, stimulates the essential learning motivation of students through various teaching methods, and sets up various teaching activities so that students and teams can actively participate in and actively present the learning results. On the one hand, with the help of information platform, students' learning process, group discussion and learning results are stored, and it is convenient for teachers to make real-time statistics of students' discussion. On the other hand, teachers use facilitation skills (such as listening, induction, integration, maximization, etc.) to sort out students' thinking process on topics and integrate the results of group discussion, effectively helping students deepen their understanding of learning.

After class, the teacher assigns extended homework through the information platform in combination with the teaching theme to understand the students' grasp of the course content, and selects real tasks to promote students to carry out personal reflection or team cooperation. The teacher gives further feedback to carry out the facilitation between students and students.

3.2.3 Case analysis: Empowerment participatory learning in sociological Analysis of Domestic Violence Cases

Sociological analysis of Domestic abuse cases is the fifth project of the course - marriage and family, this topic designed to train students in learning the family violence after the relevant theoretical knowledge to strengthen the application of case analysis, real intervention domestic violence services lay the foundation for the future, improving the capacity of the logical analysis of the social problems.

In order to help vocational students overcome the fear of applying theoretical analysis cases, students' group cooperation is superficial and professional cognition is difficult to go deep and other problems, with the help of "Internet +", with technical support to achieve classroom optimization; facilitation technology is used in class to promote students to achieve participatory learning and effectively realize facilitation innovation in class.

Before class, the facilitation of teachers and students intervene first. Teachers get to know the situation through the information platform. This case is about domestic violence. Some students have related experiences, so the teacher need to pay special attention to it. Assign students to see the domestic violence film, complete film comments and personal reflections on the causes of domestic violence in this case, so as to understand students' status and opinions in advance and intervene in time.

In the class, six parts of facilitation are used to optimize classroom participation, student facilitation, teacher-student facilitation, experts and teacher-student facilitation to deepen the learning process. Teachers effectively implement facilitation in the teaching and learning process, stratified and progressive tasks, dissecting cases, guiding students to cooperate in groups and explore independently, reflecting on the analysis and solution of domestic violence problems.

Part 1: review old knowledge, new lesson introduction. Teachers ask students to score their emotional state with their fingers. the full score of high mood is 5 fingers, and the lowest mood is 1 finger, so teacher can know their state in real time. And through the ICVE app to review the movie with the class, recall the memory of the movie, through the analysis of the ICVE app before class knowledge test results to draw out the difficult points. Open the way of thinking for case analysis and create an atmosphere of openness, listening and connection.

Part 2: Role substitution, empathetic connection. Past students one-sided understanding case, the classroom teaching, the reform to introduce drama group according to the case of extracting role cards, discuss the role of case, role into three task, group discussion frames the most impressive scene in the movie role, sculpture is an action of the role and the role of a word to express ideas. In the group discussion, the teacher will understand the discussion process in the group, and then the teacher will lead the class to discuss the presentation of each role. Help students to understand the role of the case and prepare for the theoretical analysis.

Part 3: reason analysis, class create together. Teachers provide "problem tree" analysis model; Each student is encouraged to share in the group, analyze the causes of domestic violence based on their own roles, complete the analysis of the causes of domestic violence with the mind map software, upload to the ICVE app and report in turn, and let the class understand the reflection of different roles on the causes of domestic violence. The interactive games designed by teachers are used to help students review the knowledge of sociological theoretical analysis on the causes of domestic violence and review the theoretical framework. Teachers distribute colored paper strips and use classroom whiteboards to help students further classify the analyzed factors under the theoretical framework. Finally, teachers ask questions, summarize and integrate, so that students can understand the sociological analysis of the causes of domestic violence in cases under the theoretical framework from micro to medium to macro level. Through listening, experience, dialogue and other facilitation skills to create opportunities for students to share experience and ideas, deepen group cooperation, train students' critical thinking, promote the whole class to achieve case analysis knowledge co-creation. In this part, the information platform is used to share group answers, and facilitation technology is used to help students complete the classification and induction of discussion, effectively realizing the advantages of facilitation innovation under "Internet +".

Part 4: Ideas for responses, personal reflections. Based on the theoretical analysis of the causes of domestic violence, students can think more systematically about the causes of domestic violence, and then guide students to think about...
feasible countermeasures. By using the discussion function of the ICVE app, students can praise each other for the recognized countermeasures, the process of planning countermeasures can be connected with professional positions, verify the learning effect of the previous parts, and promote students to enhance their sense of ability from problem solving and reflect on the significance of the major.

Part 5: expert connection, dialogue experience. Extend teaching space and time in this part, using the "Internet+" technology, the use of video means, promote the students and the social worker’s dialogue, invite the social worker in the field of domestic violence "cloud appeared in the classroom," comments on students, and to share the current domestic abuse work experience in reverse mode, docking station, enrich students' knowledge of social work professional service, break the myth, To promote students' recognition of professional values.

Part 6: Course summary, ideological and political education. At the end of the class, students were encouraged to think about how to participate in the anti-domestic violence work in combination with their major and legal system. the legal propaganda video of anti-Domestic Violence Law in 3 minutes and public service advertisement of anti-domestic violence were played, calling on students not to be bystanders and stop domestic violence according to law. Teachers invite students to share their opinions, collect real-time feedback, and help students understand the guidance of socialist core values, think about their own connection with life and society, encourage students to practice social responsibility and expand professional practice.

After class, the combination of information technology to strengthen cooperation and follow-up. Domestic abuse of social work in combination with the actual task, decorate domestic abuse, the student teams design and WeChat methods such as transmission, collect the thumb up, synchronous facilitation with experts in social work organization, choose excellent student team slogan for institutions to domestic abuse propaganda work, the can not only improve the students' participation, really also provide opportunities for students to practice.

3.2.4 Curriculum Ideology and Politics: Students' dialogue and teacher-student dialogue promote empowerment

Empowerment occurs through mutual dialogue and individual reflection. This curriculum is reformed to help students participate more effectively in individual and group learning in the zone of proximal development through facilitation. Task-driven on social issues such as anti-domestic violence, school bullying and deviance, to promote multi-party dialogue, effective interaction between students, teachers and students, and experts, so that learning really happens. Students in participatory learning, actively implement the heart (attitude, values), brain (knowledge, way of thinking), hand (technology, method), reflection of self and life and social connection, internalize the value of professional, implement the task to solve in the classroom and individual reflection, share and listen, classify and summarize, dialogue and inspired, participate in the implementation of empowerment, It will further promote integrated education.

3.3 Practical effects of curriculum reform

In view of the innovative practice of online and offline hybrid teaching and facilitation of the course "Foundation of Sociology", we collected the course feedback questionnaire of 2020 freshmen after learning this course, and the students came to a positive conclusion about the effectiveness of the course reform. Students rated the effectiveness of facilitation in promoting learning (10 being the most effective), with an average score of 9.1. More than 80% of the students generally believe that using information platforms and means to carry out course teaching can improve learning efficiency, promote classroom participation, review the learning of teaching materials and save the course materials, improve the autonomy of learning and promote students to learn from each other. In terms of teachers' facilitation and ideological and political teaching in and out of class, more than 85% of students agree that such teaching innovation can change their learning motivation, strengthen their ability to communicate and cooperate with classmates, and achieve a relatively high score in terms of professional thinking and enhancing their awareness of social service and social action. Student feedback facilitation helps to improve enthusiasm and independent learning, and the classroom reform is very effective.

4. CONCLUSION

Combined with the development trend of "Internet +", teachers should constantly understand and update all kinds of information technology, and effectively apply it in teaching. According to the learning situation to create a sense of security learning environment, brain-friendly teaching, first help students learn how to learn, can effectively transform students' traditional listening learning mode, gradually realize the transformation of "want me to learn - I want to learn - I learn - I can learn". And keep on learning and accumulated rich facilitation concepts and skills, in classroom teaching, to reshape the dynamic relationship between teachers and students in teaching and learning process, multi-level comprehensive promote the interaction and dialogue between teachers and students, teachers and students together create a cardio-cerebral hand all mobilize and full engagement of the classroom, students can eventually grow in participation, establishing professional confidence, and effectively achieve moral education.

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REFERENCE


Study On the Integration of Low Carbon Concept in Interior Design Course in Higher Vocational College

Peng Huang  
Zibo Vocational Institute, Zibo, Shandong 255300, China

Abstract: At present, with the increasing attention to environmental protection, energy conservation and emission reduction and the continuous pursuit of a healthy life, low carbon has become a topic of widespread concern in the society. The low-carbon concept emphasizes low energy consumption, low pollution and low expenditure. In the low-carbon era, both front-line designers and interior design teachers in higher vocational colleges have the responsibility and obligation to integrate the low-carbon concept into their work, spread the low-carbon concept and enable more people to form the habit of low-carbon life. Based on this, this paper mainly analyzes the path of integrating low-carbon concept into interior design curriculum in higher vocational colleges.

Key Words: Higher Vocational Colleges; Interior Design; Low Carbon

1. INTRODUCTION
Most people can understand the concept of low-carbon, but it is difficult to realize the real meaning of low-carbon design. Although the current social voice of low-carbon life is becoming stronger and stronger, many people still live a high-carbon life. Especially in the field of interior space design, excessive waste is everywhere. Presenting simple problems in complex ways has become a way for many people to show their identity, and it is also an important means for many designers to show their ability. This situation runs counter to the concept advocated in the low-carbon era. A large number of designers do not consider environmental factors and shoulder their social responsibilities in the process of pursuing more economic interests. From the perspective of interior design practitioners and educators, low-carbon design does not mean only using environmental protection materials or reducing the proportion of luxury decoration. More importantly, it uses advanced design concepts to influence consumers and promote the formation of a healthy lifestyle while meeting consumers' design needs [1]. At the same time, the realization of low-carbon design and low-carbon life is inseparable from a group of designers with noble professional ethics, solid design ability and rich design experience. Therefore, how to cultivate such interior design talents for the society and implant low-carbon design concept into interior design talents is a problem worthy of reflection for interior design major in higher vocational colleges.

2. THE IMPORTANCE OF INTEGRATING LOW-CARBON CONCEPT INTO INTERIOR DESIGN COURSES IN HIGHER VOCATIONAL COLLEGES
With the development of social economy and the improvement of living standards, people put forward higher requirements for design aesthetics and quality. Under this background, many higher vocational colleges have set up interior design majors one after another. Although the number of interior talents is increasing, there are few talents who meet the needs of the times. High quality interior design talents not only master design knowledge and skills, but also have advanced design concepts in line with the development trend of the times [2]. Integrating the low-carbon concept into the teaching of interior design courses in Higher Vocational Colleges and guiding talent training with this concept can not only meet the internal needs of social services, but also the actual needs of social development.

3. INTEGRATE LOW-CARBON CONCEPT INTO INTERIOR DESIGN PRACTICE COURSES
In the practical teaching of this link, interior design teachers should guide students how to communicate with customers, how to quickly understand customers' interior design needs, and effectively help customers solve practical problems. In the process of communication, pay attention to guiding customers to establish the concept of low-carbon life, spread the concept of low-carbon design to customers, and promote customers to develop a healthy lifestyle [3].

3.1 Customer communication
In the practical teaching of this link, interior design teachers should guide students how to communicate with customers, and understand customers' interior design needs, and effectively help customers solve practical problems. In the process of communication, pay attention to guiding customers to establish the concept of low-carbon life, spread the concept of low-carbon design to customers, and promote customers to develop a healthy lifestyle [3].

3.2 Scheme design
In the interior scheme design, it is necessary to comprehensively consider the overall style, function, shape, color, material, light, decoration and other design factors, and reasonably configure various design factors, so as to create a unique interior space [4]. In this link, the integration of low-carbon concept in teaching can be carried out from the following aspects. Firstly, reducing energy consumption, saving energy consumption and
controlling pollution are the core parts of low-carbon design. In the practical teaching of interior design, teachers need to consciously let students realize that low-carbon design comes from various basic projects, and try to use the shortest straight-line distance in the design of hydropower lines; Natural ventilation and natural lighting shall be adopted in the house as far as possible to reduce the utilization rate of air conditioning and reduce power consumption [5]. Lighting is the main source of light pollution in lighting design, which will have a negative impact on human health over time. Therefore, it is necessary to minimize the use of auxiliary lighting in the design, avoid the large-scale use of luminous materials in the room, and use renewable resources such as solar energy and wind energy to replace energy sources as much as possible [6]. Secondly, in terms of modeling design, perfect design needs to be both practical and artistic, that is, while meeting the needs of daily functions, try to avoid exaggerated modeling or lack of practical significance, not just to meet the temporary aesthetic preferences of customers. Create a good sense of space atmosphere through color. Reasonable collocation of color can help people maintain physical and mental pleasure, reduce visual fatigue, and properly place green plants. Although there is no complex decoration, it can also show a rich style. In the design, we need to pay attention to the rational use of materials, which is the key link to reduce energy consumption. Taking materials as the starting point, students are required to strengthen market research, understand the materials consistent with their own design style, and try to choose hemp, grass and other natural materials in consideration of firmness, safety, harmful gas emission, thermal conductivity and other indicators [7]. At the same time, in teaching, teachers should guide students to establish the awareness of turning waste into treasure, reasonably use recyclable materials, carefully design and transform the remaining auxiliary materials or old furniture in decoration, so as to make them become other materials or furnishings, so as to realize "doing big things with small money". Simple design can reduce expenditure and energy consumption, and minimize the changes to the spatial structure in the process of interior design. Buy furniture that can be moved flexibly and used repeatedly, avoid fixed furniture, reduce too many flashy decorations in the room, create a simple and refreshing space environment, and realize real low-carbon design. In addition, the service life in interior design is also noteworthy. In addition to the factors of customers' personal preferences or moving, the designed scheme can only last for a few years, which is undoubtedly a huge waste. Therefore, teachers need to strengthen students' guidance to make students realize that designing schemes with longer service life is the responsibility of designers, which also reflects a designer's design ability and professional ethics.

3.3 Construction tracking and acceptance
Designers with good professional ethics should personally check the links of construction tracking and acceptance, and adhere to the attitude of being responsible for customers. At present, the interior design industry is usually equipped with special construction supervision, but in many cases, designers still need to enter the site for guidance, which is helpful to waste in the construction process, control pollution and contribute to low-carbon and environmental protection. As a teacher of interior design course, we need to inform the students of the teaching situation in this link in detail to help students form good professional ethics and quality, which is of great significance to promote the sustainable and healthy development of interior design industry.

4. CONCLUSION
To sum up, low-carbon design is the inevitable requirement of the development of the times and has many benefits for the country and the people. Every citizen has the obligation to practice and carry forward it. For interior design in higher vocational colleges, teachers need to integrate the low-carbon concept into the teaching process, let future designers establish the low-carbon design concept, make low-carbon a habit, and improve the overall low-carbon awareness.

REFERENCE
Learning Needs and Curriculum Reform of Distance Education

Ruicheng Huang, Nan Bai
Ningxia University, Ningxia 750021, China

Abstract: With the development of the times, the society's requirements for talents are constantly improving, which requires students or workers to continue to learn, and the society's general demand for learning is increasing. With the development of the Internet, in order to meet people's learning needs, the distance education system came into being. When carrying out distance education activities, teachers and students can get rid of the restrictions of time and place and study anytime and anywhere. Compared with foreign developed countries, the opening of distance education courses in our country is still in the initial exploration stage, and there are still many problems in the construction of courses. This paper discusses the learning needs and the reform of distance education curriculum.

Key Words: Learning Needs; Distance Education; Curriculum Reform.

1. CHANGES IN LEARNING NEEDS

There is no end to learning. If you want to improve yourself, you must learn. Since the 21st century, with the rapid development of society and economy, many industries are absorbing advanced experience at home and abroad for reform. With the implementation of new learning concepts and management models in Chinese enterprises and schools, the society has put forward new needs for the ability of students and workers, which requires people to study all the time. The traditional learning mode mainly focuses on the teaching of school teachers and the access to materials in the library. People's learning content is also formulated according to their own majors and school policies. Therefore, when taking part in work, you will find that there are some skills you haven't learned. Take architecture as an example. BIM, as an emerging technology, has not been popularized in most Architectural Colleges and universities, and construction enterprises have a large demand for talents who master BIM. If a college student can skillfully use BIM when looking for a job, it is very beneficial to its future development. For students who have participated in work or want to learn more skills, systematic class time is a luxury for them. However, the popularity of the Internet provides a way for office workers and students with fragmented time to learn the party. People can carry out fragmented learning in their working or leisure time. In the context of big data, with the development of distance education courses, systematic and professional teaching courses have emerged online for people to learn. Therefore, the change of learning needs is the driving force of distance education curriculum reform.

2. DISADVANTAGES OF DISTANCE EDUCATION

2.1 The guiding ideology of running a school is not clear enough

At present, the opening of modern education in Colleges and universities is generally based on distance education colleges, and these schools themselves have insufficient teachers. The distance education schools in the society also have many disadvantages, one of which is that some managers' thoughts are not correct enough, not in line with the thinking of teaching and educating people, but mixed with utilitarianism in the process of distance education. The most common is to blindly expand enrollment regardless of quality in distance education enrollment, which leads to uneven student quality and difficult to control the quality of graduates, which is very easy for employers to question the effect of distance education.

2.2 Unclear positioning of students

Most distance education schools are faced with the same problem, that is, who should education serve. At this stage, most distance education service objects are postgraduate students and students from junior college to junior college. However, the level of students is difficult to grasp, and the students' learning ability and self-discipline are not understood, which leads to the low efficiency of students' listening to classes. At this stage, distance education gives full play to its advantages of learning anytime and anywhere, but its disadvantages for students' training are also reflected. It should carry out hierarchical teaching for students at different levels.

2.3 Poor interactivity

Due to the large classroom capacity of distance learning courses, hundreds of people can attend classes together, but there are disadvantages in the support services in the teaching process. Many universities and institutions choose famous teachers to teach, which can improve the quality of teaching. However, because students are used to listening to face-to-face courses, they are not used to online teaching, and teachers also face a variety of tasks, which leads to students' poor reflection on their learning status when learning. It is difficult for students to control the quality of class, and they cannot communicate with teachers in time in the face of problems encountered in class.

2.4 Lack of targeted learning resources

Although distance education has been popularized at this stage, and various materials are everywhere on the network, the targeted materials are slightly insufficient. Many popular majors have a lot of information on the Internet. Teachers can sort out these information for students to learn. However, due to the small number of subjects, the data of many unpopular majors or high-tech majors are not easy to find, and the small number of subjects leads to the low income of distance education courses, and there are almost no relevant online teaching courses.

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2.5 Disadvantages of teaching mode and management mode

Although distance education provides great convenience for learning, its disadvantages are also not small. The biggest disadvantage of distance education is the disadvantages of teaching mode and management mode. In teaching, the communication between teachers and students is far less than face-to-face courses, and it is difficult for teachers to control the learning situation of students. In terms of management, it is difficult for distance education managers to supervise students across the screen.

3. DISTANCE EDUCATION STRATEGIES TO MEET THE NEW NEEDS OF LEARNING

3.1 Clarify the correct positioning of Modern Distance Education

The service objects of modern distance education are mainly postgraduate entrance examination and post-secondary students, but there are still a large number of employees in China. With the continuous progress of society, many workers often need to continue to learn at work to improve their ability. Therefore, when conducting distance education, we should take a long-term view so that most Chinese people can find relevant learning ways when they want to learn.

3.2 Improve the quality of teacher teams

The improvement of teacher team quality is the main task of distance education at present. Distance education is set up by many tutoring institutions, but the level of teachers is difficult to control. Many teachers are not strong in professional ability, but under the operation of tutoring institutions, they can teach a lot of students, resulting in low teaching quality. And many excellent teachers are not familiar with the mode of distance education, and their teaching quality is difficult to control, which requires distance education course teachers of colleges and universities or counseling institutions to train, so that teachers can master the use of distance education teaching methods, improve the quality of teaching.

(1) Improve the teaching resources of modern distance education

Due to the small number of students in some unpopular majors or high-tech majors, leading to a small base of students, distance education teaching institutions will not set up special courses for such low income majors, popular professional materials can be found everywhere, and it is hard to find a lesson in unpopular majors. In order to realize the sustainable development of distance education courses, it is necessary to enrich the teaching resources on the network.

(2) Improve the interactive nature of modern distance education

In the course of distance education, teachers and administrators should strengthen the interaction with students, follow up students' learning status by answering questions online and assigning homework online, listen to students' opinions and improve the efficiency of learning.

A, endnotes

After the development of distance education course, some disadvantages are gradually exposed, such as the idea of distance education set up by colleges and universities and guidance institutions is not clear enough, strong utilitarian, unclear grasp of students' situation, unable to teach students in accordance with their abilities, neglect of teaching services and support, lack of teaching resources, and loopholes in teaching mode. In order to realize the sustainable development of distance education, we must carry out reform, set up a correct orientation, put a long-term vision, serve more people, improve the quality of teachers, improve teaching resources, enhance the interaction between teachers and students, so as to better meet the learning needs of people.

REFERENCES
Study On the Construction Strategy of Educational Informatics in Higher Education

Hui Jia
Zhumadian Vocational And Technical College, Henan 463000, China

Abstract: With the rapid development of society and economy, the social function of higher education institutions has been further emphasized and teaching methods have been improved accordingly. Unlike ordinary colleges and universities, the function orientation, service orientation and student structure of higher vocational colleges and universities determine their uniqueness and cannot simply copy the experience of ordinary colleges and universities. In recent years, Zhumadian Vocational and Technical College has achieved promising results in the field of informatization. Based on this example, we will now sort out the data on informatization of education, focus on the correlation between informatization of education and school development strategy, summarize successful experiences and failures, and propose strategies for informatization of education that correspond to the development characteristics of Zhumadian Vocational and Technical College from the direction of school development strategy to provide a template for other higher vocational education institutions to learn. The aim is to propose a strategy for informatization of education that meets the development characteristics of Zhumadian Vocational and Technical College to provide a template for other higher vocational education institutions to learn.

Keywords: Higher Education Institutions; Informatization; Design Strategies.

1. INTRODUCTION
With the progress of science and technology, information technology and equipment have also developed at a rapid pace. Universities have always been at the forefront of science and technology, and so information technology has also been used in teaching at universities. According to literature, interviews and surveys, universities are still in the basic stage of developing information technology for education, that is, they focus on application development, dissemination and service improvement, ignoring the uniqueness and diversity of their actual management needs. Considering that the actual situation in each university is different, in the reform of teaching, each university must align the construction of educational informatics with the reform of teaching and truly serve teaching; at the same time, the endogenous force of the development of educational informatics in universities must require its development to be closely combined with the development strategy and characteristics of universities themselves. This is also the main theme of this paper.

2. CONTENTS OF THE STUDY
The informatization of higher education management in China has been carried out for many years and has also achieved remarkable results, but especially in higher education management, there is a lack of specialization and uniqueness of the problem, so there are many drawbacks. Taking the management informatization of Zhumadian Vocational and Technical College as an example, we investigate the current situation and problems of management informatization in today's higher education institutions, and try to propose improvement strategies in terms of management concepts, management means, institutional mechanisms and organizational structures.

3. DEFINITION OF TERMS AND THEORETICAL BASIS.
3.1 Definition of information technology in higher education.
The term "informatization of university education" refers to the activities of universities to adapt to the development needs of the information society, create an environment for information applications, integrate educational resources, promote and deepen the reform of education and teaching, and make full use of modern information technology based on computers, multimedia and network communications in all aspects of teaching, research, study, management, logistics and social services, so as to realize the informatization of the entire education and teaching process.

3.2 Strategies for the use of information technology in higher education.
A strategy is a set of options to achieve a certain goal based on possible problems in advance, and in the course of achieving the goal, new options are developed or the appropriate options are selected according to the development and change of the situation, and the goal is finally achieved.

The strategy for building educational informatics in this paper refers to the policies, guiding ideas, principles, action guidelines, plans, measures and countermeasures formulated according to the actual situation of each university to achieve the goals of university educational informatics and the goals set by each university itself for building educational informatics.

4. THE TRANSFORMATION OF INFORMATION TECHNOLOGY IN ZHUMADIAN VOCATIONAL AND TECHNICAL SCHOOL.
4.1 Development model for the informatization of education in Zhumadian Vocational and Technical College.
Since its establishment in 2009, Zhumadian Vocational and Technical College has taken the opportunity to plan and design long-term educational informatization projects as part of the construction of the campus, which greatly meet the needs of teaching and learning and are of great
theoretical and practical significance to guide the current and even future work in the field of educational informatization.

Compared with the higher vocational colleges in the developed coastal regions, the educational informatics of Zhumadian Vocational and Technical College follows the general principle of the development of educational informatics in colleges, i.e. it takes the theory of building educational informatics in colleges as a guide, uses the theory to guide practice, and combined with the local development situation of Zhumadian and the characteristics of Zhumadian Vocational and Technical College itself at the same time, it has formulated the strategy of educational informatics in line with its own development, thus forming a rather unique development model. The college has developed its own development model.

Due to the late start of school construction, Zhumadian Vocational and Technical College has fully adopted the experience of other higher vocational institutions in building educational informatics, and has made great efforts in building infrastructure, managing regulations and training talents since the beginning of the school, and achieved objective success in both hardware and software. As for institutional construction, based on the development of the characteristics of higher vocational education institutions, Zhumadian Vocational and Technical School held a coordination and promotion meeting for the construction of educational informatics, formulated relevant management systems, and then adopted the "Planning Framework for the Construction of Informatization in Zhumadian Vocational and Technical School" to ensure the smooth promotion of educational informatization from an institutional point of view.

As for the infrastructure, at the beginning of the construction of the campus, the school set up an information management office, mainly composed of the staff of the modern technology education department, to coordinate the planning of the school's information infrastructure and supervise and participate in the construction of the campus information infrastructure from time to time, so as to put theory into practice and avoid the phenomenon of falsehood.

The development strategy of the school is closely linked with the regional economic development plan of Zhumadian city, and milestones are set. The rapidly developing and changing science and technology is used as the basis for proposing and achieving milestones in a five-year plan, while the educational informatics system is constantly adjusted and improved according to the actual problems and needs, emphasizing the features, improving the design and serving the applications.

4.2.1 The size of the campus network.

Zhumadian Vocational and Technical College has achieved full coverage of the campus network on the north and south campuses, with 80 class C IP addresses (20, 480) and all existing computers connected to the campus network; TSSL VPN has been opened to facilitate secure access to the campus network from outside. Over 3,000 new network information points have been installed in the teaching and office buildings and student residences on the new campus, and 100% of the campus network is also covered on the new campus; 100% of faculty, students and staff have opened campus network accounts.

4.2.2 Major devices

It is estimated that there are more than 100 network switches of different classes to fully meet the needs of faculty, students and staff to access the campus network and network.

4.2.3 Application systems.

Information systems such as personnel management, academic affairs management, teaching evaluation management, scientific research management, student management, financial management, equipment management, enrollment and employment management, comprehensive information portal, office automation and online teaching platform have been successively built; the intelligent classroom was established in 2018 to further improve the relevant enterprise websites and provide stable and reliable information services for the daily teaching and management of the school.

4.2.4 The campus network security system.

Initially, various systems for managing and monitoring the security of the campus network will be developed to ensure the security of the network from the macro system; in addition, a network security management team will be established to manage the rules and systems formulated to ensure the implementation of policies in the field with the system; Hardware firewall systems, network intrusion detection systems, traffic shaping gateways, WSUS systems and network anti-virus systems are introduced one by one, forming a joint effort with the system and administrative personnel to the hardware firewall system, network intrusion detection system, traffic shaping gateway, WSUS system and network anti-virus system have been introduced to protect the campus network together with the system and administrative personnel.

4.2.5 The data center server room.

The existing data center server room covers an area of 160 square meters and has precision air conditioning and standby air conditioning, 8-hour parallel redundant UPS power supply (two 40 KVA units) and automatic fire extinguishing system, and is equipped with reliable anti-theft and grounding system to ensure complete and stable operation 7x24 hours.

4.2.6 Technical support team

The main information technology technical support department, the modern technology training department, employs 21 people, including 12 with experience in professional and technical training and 10 with master's degrees.

It is worth mentioning that the modern technology education department has always emphasized in-service training and continuing education based on the IT teacher training program formulated by the department, promoting the concept of integrating theory and practice in teaching, constantly updating concepts, strengthening
corporate exercises, and improving the comprehensive quality and professionalism of its department heads. In addition, the modern technology education department has organized a series of basic IT training and cybersecurity seminars to promote basic confidence in technological application skills.

5. PROBLEMS IN THE CONSTRUCTION OF EDUCATIONAL INFORMATICS IN ZHUMADIAN VOCATIONAL AND TECHNICAL COLLEGE.

Zhumadian Vocational and Technical College is in line with the development of the times at the forefront of higher vocational educational institutions in the province in terms of the concept of educational informatization, the construction of infrastructure, the improvement of mechanisms and systems and the updating of management, but still has its shortcomings and weaknesses that seriously limit the process and progress of informatization construction, especially the following.

5.1 The concept of information technology in education for teaching personnel is backward.

From the results of the survey, the majority of the staff only understood the basic concepts and daily applications of educational informatization, and were negligent in innovative attempts. They could only identify detailed problems in the process of specific applications and were unable to overview the situation and thus summarize the problems and make suggestions at a general level, and did not have clear application needs and goals. These data indicate that the pedagogical concepts of the whole school staff are lagging behind and their confidence building is low, so they cannot adapt to the general strategic idea of the continuous development of the school, which also makes the pedagogical informatization of the school slow and the building of information resources is quite weak. Changing the concept and raising the awareness of informatization is the main problem that Zhumadian Vocational and Technical School is facing at present.

5.2 The organizational and management structure needs further improvement.

Although a special administrative department, the Modern Information Education Department, has been established, the delay rate of information technology work is relatively high and the work efficiency is relatively low because information technology is not its main work content and because the members of the information technology department also have other administrative duties or teaching duties. In addition, the corresponding incentive mechanism is not perfect and there is a lack of motivation to mobilize personnel to participate in informatization, which means that many tasks related to informatization cannot be actually implemented.

5.3 Old information sources for teaching.

The construction of teaching resources and basic databases is the core of educational informatization. Due to the characteristics and development constraints of higher vocational colleges and universities, the construction of teaching resources and basic databases at Zhumadian Vocational College lags behind. Firstly, there are no special facilities and personnel to do this work, and secondly, due to the huge workload, the frontline teachers do not have much time to complete the construction of teaching materials in quality and quantity. As a result, the popularity and application of network-based teaching are very limited. Network-based teaching faces the difficult problem of developing educational informatics in vocational schools.

5.4 Information systems and applications are not user-friendly.

The overall promotion of information technology construction is relatively slow. First, the information management system is too demanding, some settings are on the professional side, and for teachers who mainly teach, the operation is more cumbersome or complicated, and they are not willing to use too much information technology to support teaching. Second, the construction of management information systems lags behind, and the data and information are slow to be updated and cannot be freely used. Third, the integration between information systems has not been completed, and the linkage between different systems has not been established. Fourth, the utilization rate of the information systems is low. Due to the complexity of the system, the use of the information system in the vocational school is mainly limited to the release of documents and the flow of official documents.

6. STRATEGIES FOR THE CONSTRUCTION OF EDUCATIONAL INFORMATION TECHNOLOGY IN ZHUMADIAN VOCATIONAL AND TECHNICAL COLLEGE.

6.1 Improving the research system of information technology in education.

Although a number of management systems have been formulated in the resident institutions, they have not yet succeeded in creating a systematic and perfect system for the construction and research of information technology in education. The specific work of informatization is the responsibility of the Department of Modern Technological Education, and other personnel are hardly involved, which limits the global view of informatization construction. Establishing a sound research system for educational informatization and promoting staff participation in educational informatization work and research can focus the efforts of the whole school in building educational informatization and facilitate the integration of building school informatization into school development strategies.

6.2 Improve the function of building wisdom in educational informatics and promote its development.

The functional organization that undertakes the building of educational informatics in the vocational school is one. The modern information education department mainly undertakes the work related to the construction of educational informatics in the whole university, under the leadership of the relevant head and the leading group of informatization. From the results of the analysis of the situation so far, it is clear that the construction of projects such as the construction of campus networks and management informatization are more effective, but it is almost impossible to work in the field of teaching informatization. In order to strengthen the functions and personnel related to teaching informatics in the
informatics center, the informatics center should provide the platform, technology and support, while the faculties, departments and disciplines organize and organize their own personnel to specialize in the relevant research and implementation work, so that multiple parties can form a synergy and strengthen the function of building educational informatics from a professional perspective.

6.3 Strengthening the construction and management of infrastructure.

Digital campus can provide more convenient and higher quality services for school management, teaching, research, learning, living and guidance through information technology to improve management, enhance service quality, optimize resource utilization and raise the standard of school operation. The connotation includes digital teaching, digital learning, digital research, digital management, digital services, digital life, digital campus, digital library and many other aspects. Since digital campus has a variety of connotations, there is no fixed, unified construction model. It must be closely linked to the characteristics of the school, and after a careful study, design standards and unified planning should be formulated, and the whole school should be mobilized for its implementation.

6.4 Accelerate the construction and sharing of information resources in education.

The lack of information resources in education is one of the main problems in the construction of educational informatics in higher education. The construction of teaching resources and a basic database is an important part of the informatization of education, but the construction and application of teaching resources and a basic database of the college are not yet on the agenda of the college. Net-based education has just begun, and no net courses that meet the relevant standards have been developed yet. It is necessary to establish relevant research institutions, study and formulate the plan for the construction of teaching resources and a basic database, and carry out the construction of information resources in education as soon as possible, otherwise it will not be possible to improve the level of informatization of teaching and influence the process of teaching reform.

7. CONCLUDING REMARKS

In this paper, we conducted a study on the construction strategies of education informatization in colleges and universities in China and Zhumadian Vocational and Technical College, and the results of the study show that. First, the theory of higher education informatization construction has been quite mature and has formed a theoretical system in many areas such as planning, construction, management, service and evaluation, but there is a lack of research related to the strategy of higher education informatization construction and college development strategy and characteristic construction, in general, the theoretical system of higher education informatization in China is yet to be further improved.

Second, the construction strategy of higher education informatization must be closely linked with the development strategy of universities and the actual characteristics of school operation, which is still lacking in many universities. In this regard, the university practice is more successful, such as the information technology leadership group and other school-level management mechanisms are very conducive to the development of education informatization. At the same time, the construction of information technology in the university has always paid great attention to combining with the development strategy and characteristics of the university, and found a good development space.

Third, the educational informatization of resident institutions is more successful in terms of integrated planning and distributed implementation. Due to a number of problems such as the task of informatization construction can not be implemented in time, the implementation of resources is not consistent, and the management mechanism is not perfect, which leads the construction of educational informatization in vocational school to be more conducive to the construction of infrastructure and unfavorable to the development of applications and information resources construction. In the next step, the strategy of educational informatics in vocational school should focus on application development, educational information resources development and service quality improvement, and strengthen the service for school property construction.

REFERENCES

Field Study of Space Popular Science Culture in Langfang

Mengyao Jia¹, Chunshan Liu², Jianchao Sun³, Yujie Jia³
1. School Of Mechatronics Engineering, North China Aerospace Institute, Langfang, Hebei 065000, China;
2. School Of Mechatronics Engineering, North China Aerospace Institute, Langfang, Hebei 065000, China;
3. School Of Materials Engineering, North China Institute Of Aerospace Technology, Langfang, Hebei 065000, China

Abstract: In the era of building a space power, how to promote the space popular science culture on campus to carry out effective publicity is the main content of our research. According to the situation of Beijing-Tianjin-Hebei region of space science, through research and analysis, summed up the effective ways to promote the development of space science education mode innovation, based on the student's actual demand, efforts to improve the students' participation and awareness, effective use of the trend of the development of the new media actively, in space science popularization facilities construction comprehensively advancing age background, Establish a new campus atmosphere in which space science is fully involved.

Key words: Aerospace Science Popularization; Campus Activities; Popular Science Resources.

1. THE RECENT SITUATION OF CAMPUS SPACE CULTURE PROMOTION
With the enhancement of China's comprehensive national strength and the progress of aerospace science and technology, China has surpassed the United States in some areas of space. But compared with the developed countries, our space science is still very much missing. There are foreign research institutions that take space science popularization as the main force, similar to NASA and JAXA, whose science popularization content is excellent, accompanied by a series of science popularization activities such as various platforms, public account operation and public Open Day. In addition, the construction of rich exhibition hall and science museum, online and offline space science is very perfect. NASA also attaches great importance to space science education for young people. the space science popularization in China is still in its infancy, and the publicity mainly comes from mainstream media reports, but rarely from science popularization writers and scientific research institutions. Most of the science popularization workers mainly create out of their own love and rarely take it as a real career. In recent years, China has realized this problem and gradually focused on the development of space science popularization in space, and began to pay attention to the construction of space power. Science popularization in space is as important as scientific research. Various popular science platforms on spaceflight have been opened, such as Zhihu, Weibo, B-station and youth learning institutions. However, at present, many problems have been exposed in China's space science popularization, and these problems will be deeply studied and discussed.

2. DIFFICULTIES IN SPACE PROPAGANDA ON CAMPUS
2.1 The threshold of aerospace knowledge and technology is high and the science popularization is not professional enough
The beautiful universe is fascinating, but the boring and difficult aerospace knowledge and technology is daunting. To understand aerospace knowledge is not only to know their existence, but also to know the great significance and breakthroughs it produces. Therefore, the penetration rate of aerospace knowledge and technology is very low, and most people's cognition of aerospace is only at the most superficial level, and this phenomenon is obviously stratified according to different ages and knowledge reserves. Although there are various ways of space science popularization, the effect of attracting students is still not high. the root cause of this phenomenon is that the space knowledge and technology cannot be changed from obscure to simple. And because of the professionalism of aerospace knowledge, many theoretical concepts are easy to confuse. For example, "landing on the moon" and "landing on the moon" of different meanings, the former refers to manned moon landing; the latter is unmanned. China's lunar exploration program is currently unmanned, but the headline "China achieves moon landing" still appears in the news. Therefore, in terms of the construction of science popularization team, there is a lack of support and guarantee from professional space scientific research institutions and space experts in China's space science popularization.
2.2 The school lacks publicity and cognition, and it is difficult to arouse interest recognition in teenagers
In the past few decades, China is mostly exam-oriented education, the students don't have the time and energy to develop their own interests, the school is also in graduation rates, in the past the country much-needed talent, this is understandable, but now the country rich and strong, rich people's living standard, the school should transform ideas, combining interest cultivation and teaching, Make students develop morally, intellectually, physically, aesthetically and labor in an all-round way. Therefore, schools should take measures to cultivate students' identity of interest in the popularization of aerospace culture. In addition, schools should adopt different approaches to students of different ages. For example, Xin Bing, director of the Youth Science and Technology Center of the China Association for Science and Technology, once said, "Primary school is the stage when teenagers are most interested and curious in science, and middle school is the golden stage for high class
cultivation. " The primary and secondary school stage is the key period of cultivating the reserve talents for scientific and technological innovation, and also the important stage of forming students' comprehensive quality. Schools should seek for ways to cultivate students' comprehensive quality.  

2.3 Limitations of popular science resources  
Through research and investigation, we found that different from foreign popular science dissemination mechanisms, China's popular science dissemination mechanisms generally take government-established research institutes, museums, science and technology museums as the main institutions, and other aspects are relatively weak, not enough to meet the personalized needs of contemporary teenagers. And because there is a certain particularity in the space field, part of it concerns national security. For the public, space is a mystery. In recent years, mainstream media in China have reported more and more about space science, but compared with the rapid development of China's space technology, the development of China's space science is often relatively weak. With the development of mobile Internet technology, the public has a higher demand for popular science media. It is difficult to satisfy the public's demand for popular science information by relying only on popular science books, articles and other single popular science media.

3. IMPROVEMENT STRATEGIES FOR INTRODUCING AEROSPACE CULTURE INTO CAMPUS  

3.1 Enrich the forms of space culture popularization on campus  
Most people think that aerospace knowledge is boring. How to create an interesting space science propaganda form, has become our thinking of the primary problem. For example, the North China Institute of Aerospace Technology held the "Space Time" reading sharing competition, which aims to spread aerospace knowledge and increase college students' understanding of China's aerospace heroes and their related deeds through reading sharing. It is an effective means to promote the dissemination of aerospace culture to stimulate students' active initiative in learning and promote the popularization of aerospace science in the form of competition. Secondly, using new media and other ways to improve the interest of space science to attract students' attention and understanding, can also be an effective measure. The microblog of the Moon rover Yutu is an effective case of space science popularization. It is interesting and novel to carry out space science popularization with the narration of yutu itself. North China Institute of Aerospace Technology took this as an opportunity to create the small trick QQ number of the Aviation Research Society, make the virtual role artificial intelligence, and develop dolls and other related cultural and creative products, adopt an interesting form of cultural communication, promote the process of space science popularization.

3.2 Organize and establish a professional team of space science popularization  
The popularization of science in space is an important part of the development of science and technology. As the space field is closely related to national security, it has certain particularity. Therefore, the lack of professional talents has become a prominent problem in popularizing aerospace culture on campus. The lack of information and incomplete knowledge system of space science popularization are the obstacles in the process of campus science popularization. Interest is the first teacher of learning, and it is also suitable for aerospace science popularization. The most important thing for the professional science popularization team of aerospace talents is their interest in aerospace culture. It can be regarded as an effective way to spread campus aerospace culture by taking interest as the foothold and cultivating science popularization personnel to establish a comprehensive and systematic network of aerospace science popularization knowledge, so as to export aerospace culture to students on campus.  

3.3 Integrate space science popularization resources and build large-scale science popularization facilities  
The effective utilization of science popularization resources is indispensable to the promotion of science popularization in space. However, lack of resources has become a major problem for many schools. Therefore, on the basis of advocating the comprehensive popularization of space science resources in Beijing and Tianjin, we can make full use of the science resources around the school to promote the science popularization process. Langfang Aerospace Museum welcomes primary and secondary schools to visit and explain. In this process, students can feel the aerospace culture closely and further broaden their horizons of aerospace cognition. During science and Technology Week, the Space Museum uses VR/AR and other technologies of the museum to enhance visitors' sense of experience and build national confidence. the exhibition is open to the public in offline and online cloud exhibition hall, so that people can learn about and love aerospace in various ways.

REFERENCES  
Review On the Basic Experience of Marxism Sinicize in Recent Years

Kaixuan Xie
Zhoukou Municipal Commission For Discipline Inspection And Supervision, Zhoukou, Henan 466000, China

Abstract: Our country has made great progress in all aspects since the reform and opening up. In recent years, with the rapid development of social economy, sinicize's basic experience research has also made remarkable achievements in all aspects. In particular, sinicize carried out research based on the development of our country's national conditions, kept pace with the Times, solved the current practical problems of our country, and put forward the socialist thought based on the national conditions through development and innovation. From the perspective of academic circles, the research on the setbacks encountered by Sinicize in our country is not clear enough. Further research is needed to further promote the development practice of Sinicize in our country in the new era through the research on sinicize's basic experience.

Key Words: Sinicize; Basic Experience; Keep Pace With the Times; the Research Reviewed

1. INTRODUCTION
Marxism and Sinicize are mutually different and interrelated. They can not only solve the national conditions of our country with Marxism, but also promote the experience in China's current construction and reform into the theoretical knowledge of Marxism. We In China can carry forward the central ideas of Marxism, the practical improvement of our country in the development of the status quo, and enhance the current economic level of our country. Therefore, the following paper mainly presents a clearer central idea through the experience of Marxist Sinicize. In the current academic circle, marxist Sinicize's experience can form a relatively clear point of view.

2. RESEARCH STATUS
With the continuous development of China in recent years, the academic circles in our country have started to carry out research on Marxist Sinicize through continuous innovation, and also carried out research on the experience of Sinicize. Therefore, after continuous research, it is found that Marxism and Marxist Sinicize theory are more comprehensive. the theoretical circles' research on Marxist Sinicize theory has also made the research more mature and enriched in research experience. Therefore, the problems in Marxist Sinicize have also been studied. After the research boom, Many scholars in the academic circle through the point of view and the use of different methods, in the form of books to elaborate their own views and ideas, and finally the scholars elaborated the views of the summary, through research and analysis and achieved fruitful results. In view of the above, Marxist Sinicize theory has also been studied many times and carried out research work through many monographs, especially in a series of works such as "The Theory and Practice of Marxist Sinicize" and "Introduction to the Development of Marxism". In the research carried out by scholars on this issue, the theoretical circle also found that many theoretical viewpoints were expounded in the form of papers, and the number of papers was quite large, including the Historical Process and Basic Experience of Marxist Sinicize, which was written by Wang Shunsheng. There are also some papers written by Zhong Detao, such as the Basic Historical Experience of Marxist Sinicize, which all express clear and distinct viewpoints [1].

3. SUBJECTIVE POINTS
3.1 We should not only adhere to the basic principles of Marxism, but also based on China's national conditions to achieve unity and dialectical solutions to practical problems
In order to solve the practical problems facing China at present, it is necessary to adhere to the central idea of Marxist principles, whose Marxist Sinicize is also the basic principle of Marxism and the primary premise to solve the current practical problems. Using the principle of Marxism, can reveal the speed and law of the current stage of social development, the development of the use of scientific, advanced theory to follow the pace of social development. In the process of promoting Marxist sinicize, we should first adhere to the central idea of Marxism and solve the problems existing in reality with the viewpoints and methods in theory, the meaning of the existence of sinicize's Marxism is to adhere to the central thought of Marxism, to carry forward the spirit of Marxism, and to adhere to the guiding ideology of Marxism at any time. If it fails to adhere to it, it will also violate the central thought of Marxism in behavior. Then the Marxist Sinicize will
also be empty talk [2]. According to the analysis of Zhang Peiyun and Shi Weigang, the main process of realizing Marxist Sinicize is in China's construction, and the process of combining the principles of Marxism with the practical process of China's construction is the process of realizing Marxist Sinicize. It is more important is, in the spirit of marxism, to fully understand the essence of the spirit, can be combined with the current development state of the marxism, compared with other country's national conditions, and the theory as the guiding ideology, to play out the spiritual essence of marxism, to promote the development of socialism. Similarly, we must have a detailed understanding of China's current national conditions and problems in China's national conditions to realize Marxist Sinicize, which also promotes the progress of implementation and provides favorable conditions for the realization of marxist Sinicize development. In reality, many scholars have also fully recognized the importance of Marxist thought and the current socialist construction in China, and grasped the development of China's national conditions with the experience of Marxist socialist construction, and applied Marxism and Marxist Sinicize in China's reform and construction. After 80 years of development, China's development has been realized, which also proves that China's development cannot be separated from the role of the two.

3.2 We should observe the world with a broad marxist vision, grasp the characteristics and pulse of the Times, and solve the theme of the Times

In the cognition of most scholars, they believe that while adhering to the principles of Marx, they should also shoulder the changing course of historical and realistic conditions. Marxism should not be regarded as an invariable dogma and should follow the development of the Times [3]. It also requires our party to look at China's construction and reform in the light of the current development situation from the perspective of the world, deal with the factors affecting social development in place, and seize the current development situation and the current development opportunities. In the research, it is believed that if we want to seek the law of party construction, we must find the law of times and international change in the research. In the process of globalization, there will be new problems and opportunities, so we need to look at problems from the perspective of the world to achieve progress.

4. A BRIEF REVIEW OF RESEARCH STATUS

In the above, many scholars have summarized the achievements of Marxist Sinicize theory, as well as the process and experience of Marxist Sinicize, paving the way for the promotion of Marxist Sinicize in the future. In the theory proposed by scholars, it is found that the theoretical results of the study are not rich enough and the problems are not clear enough, which still needs to be further explored. In through the present situation of works and papers published, it seems, in many scholars on the analysis of the results, and gain experience, from the Angle of the positive analysis out after the "three represents" through innovation of theory, in the process of results, facing difficulties and setbacks, and the enlightenment to us, in the practice of the process to solve these problems and avoid failure, Further research is needed. Some scholars further summarize the lessons that Marxism Sinicize will receive and also express their own views. However, from an objective point of view, the experience is often ignored in the experience of the setbacks suffered in the face of this problem is the loss of comprehensiveness. After more than 80 years of wind and rain in the course of discovery, not only achieved amazing results, but also harvested a lot of experience, although the process is hard, but in the setbacks of continuous accumulation of experience, learned lessons. Still can find the reasons which suffered setbacks, and summarize the reasons from several aspects, at the same time, it will be gradually grew up, people in to have a deeper understanding of marxism, but also to sinicize marxism constantly advancing, in the process of advancing may be influenced by many factors, but also does not affect the driving speed, Actively analyze the problems you face. In the following conclusion, it is mainly to strengthen the research on the problems encountered in the process, so as to clarify the ideas and conduct a more comprehensive research and analysis of the problems [4].

With the development of globalization, the situation will also face great opportunities and challenges. In the face of new challenges, We should actively push Marxist Sinicize into the arena of globalization. In the process of facing the development of globalization, we should not only face the proposition of the Times, but also the degree of challenge will be unprecedented. Along with the development of the era of globalization, is also a difficulty in the process, in the face of such a test, how we should solve in such severe environment to sinicize marxism to the global stage, and also to increase the promotion process, want to solve this a series of problems, from the academic analysis, solution or some difficulty, Because this issue is not widely involved in the academic circle, and the research is not in-depth enough, further research needs to be strengthened. From the analysis, we still need to broaden our vision and keep pace with the Times with an attitude of seeking truth from facts. Only in this way can the progress of Marxist Sinicize achieve results.

5. CONCLUSION

From this paper, the author analyzes the advance of marxist Sinicize basic experience, and the problems faced in the process, which is also conducive to the development of socialist economy. In the current complex historical environment, or adhere to the Marxist theory has achieved research results.

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Literature Review Of Korean Sports Research In Cnki (2011-2021)

Keqiang Lu, Liquan Chen*
School Of Physical Education And Health Sciences, Mudanjiang Normal University, Mudanjiang, Heilongjiang 157012, China
*Corresponding Author.

Abstract: To learn from the favorable factors of sports development in South Korea, the paper uses the biometric method to search on the National Knowledge Infrastructure (CNKI) with "Korean sports" as the keyword, and the period is ten years. The results show that: the motivation of Korean sports research is insufficient; the focus of Korean sports research is out of balance; the Korean sports cooperative research needs to be strengthened. Prospects: E-sports may become the focus of attention; Cooperation and development will help the depth of research; Physical education research is still the focus; the development of science and technology will boost the depth of sports research.

Keywords: South Korea; Sport; Quantitative Analysis

1. INTRODUCTION
Taking 134 papers published by Chinese scholars on CNKI during the period from 2011 to 2021 as the research object, using the literature and statistical analysis methods, the research content and direction, as well as the article load, the author's situation, and the cooperation of the paper are analyzed. Using EXCEI data processing tools to organize documents and make icons in batches, to explore the current situation and trend of Chinese scholars' research on Korean sports.

2.1 Analysis of the overall situation of journal articles published
Since 2011, the number of research results on Korean sports has increased year by year, with a maximum of 20 articles a year and a minimum of 7 articles, with an average of 12 articles published annually. Our country's research on Korean sports is not a continuous upward trend. During that period, the highest number of articles was recorded in 2013, and the lowest was in 2017. the first stage is an upward trend from 2011 to 2013; the second stage has been on a downward trend from 2013 to 2017; the third stage is from 2017 to 2021, and the number of Korean sports research has increased.

2.2 Analysis of research fields and methods
The literature shows that there are relevant research results in the fields of sports law, sports industry, physical education, sports competition, mass (public) sports, national traditional sports (related to cultural heritage), sports communication, and sports ideology. Chinese scholars pay more attention to Korean sports, among which sports education and the sports industry pay the most attention, which shows that the development of South Korea in these two aspects has attracted great attention from Chinese scholars.

2.3 Analysis of the results of related research master's and doctoral thesis
In literature, there are 28 master theses and 2 doctoral theses. Among them, there are 7 articles in Beijing Sports University, 3 articles in Shanghai Institute of Physical Education, 2 articles in Nanjing University, 2 articles in Harbin Normal University, and only 1 article in other institutions. Beijing Sports University and Shanghai Institute of Physical Education are high-level sports colleges and universities in my country, with an international perspective, economic support for research, and strong scientific research capabilities, so more relevant results have been published.

3. REVIEW OF CNKI (2011-2021) KOREAN SPORTS RESEARCH CONTENT IN THE PAST TEN YEARS
3.1 Korean Sports Law
Li Minjun [4] compared the basic laws of sports in China and South Korea, and explored the policies and regulations of social sports, competitive sports, school sports and sports industry. Zhang Shihao [5] analyzed the dilemma faced by the legal regulation of e-sports, and believed that the relevant laws and regulations were not perfect, the intellectual property rights of e-sports service providers could not be well protected, the rights and interests of e-sports players could not be guaranteed, and e-sports clubs needed to be regulated urgently and so on, put forward the perfect idea. Hong Jiawen and Chen Huimin [6] believed in the research on juvenile e-sports policies and regulations that the main body supervision should be strengthened and the behavior of juvenile e-sports should be regulated through legislation. Li Hongyan and Yin Yuanpei [7,8], through the interpretation of the Korean Sports Basic Law, proposed that attention should be paid to the revision and improvement of sports legislation and the formulation of supporting regulations. In order to promote the public's understanding of sports, it also needs to be professional and popular.

3.2 Korean Sports Industry Related
Jin Chenguang and Che Xusheng [9], who first conducted research on the Korean sports industry, found that the sports service industry with competitive sports as the core in South Korea is extremely developed, and the sports industry has become one of the pillar industries of the Korean economy. Qian Enxian and Zheng Fang [10] have clarified its role in promoting mass sports, promoting competitive sports, and promoting the sports industry.

ACADEMIC PUBLISHING HOUSE
Wang Haibo and Sun Jinhai [11], through comparative research, suggested that my country should give priority to the development of the sporting goods industry, rationally use financial support and improve relevant laws and regulations. Luo Huiju and Lu Xiaocheng [12] also promoted the construction of the sports industry chain from aspects of government support and legal protection.

3.3 Physical Education Related
Research on physical education has been the focus of the past 10 years, from the Korean primary and secondary school physical education curriculum, reform, and special physical education curriculum research. Li Rong [13] suggested that the training of physical education teachers should be promoted by reforming the system, optimizing the curriculum, and standardizing the relevant systems; ZuoErFei [14] also believed that it was possible to build a Chinese education school by learning from the physical education curriculum of the Korean education school. Wang Yue [15] pointed out that in terms of physical education in colleges and universities, we should actively promote physical education in colleges and universities from the aspects of curriculum setting and teacher construction, so as to solve the problem of physical and mental health of students.

3.4 Competitive sports related
There are relatively many studies on Korean competitive sports, mainly the research on ice and snow events after the PyeongChang Winter Olympics, and their implications for the Beijing Winter Olympics. Yan Shi, Chen Yongxin [16], etc., by analyzing the will quality of Chinese and Korean short track speed skaters, show that the importance of competitive state is highly concerned. Liu Zhaoxin and Gao Yang [17] believe that South Korea can draw lessons from the training of reserve talents in football projects, relying on campuses and taking young people as a breakthroughs, formulating corresponding plans, selecting coaches and players to study abroad, etc.

3.5 Mass (Public) Sports Aspects
South Korea's research on public and mass sports appeared after the major games, referring to the Seoul Olympics. Yuan Chunmei and Yang Yikun [20] suggested that a mass sports construction system led by the government and participated by all social subjects should be actively promoted. Jiang Zhenglu [21] put forward feasible suggestions from the aspects of capital investment, promotion of sports courses, facility construction, and promotion of sports activity days. Zhang Lei [22], by interpreting the South Korean sports white paper, analyzed the current situation of popular sports development in South Korea from the perspective of popular sports fans, clubs and other subjects.

3.6 The relationship between traditional national sports and cultural heritage
South Korea attaches great importance to the protection, inheritance and development of its own national traditional sports and cultural heritage. Earned from Korean intangible cultural heritage protection methods through research, from legal protection, government leadership, economic import and in-depth study of foreign cooperation and other aspects, and made contributions to my country's sports intangible cultural heritage.

4. CONCLUSION AND OUTLOOK
4.1 Conclusion
4.1.1 Insufficient motivation for sports research in Korea
In the past 10 years, there were only 134 articles on sports research in Korea, and the total number was relatively small. Affected by political events, there were only 5 studies on Korean sports in 2017, but the research fields were relatively broad. From physical education to the sports industry, as well as folk and cultural heritage, they are involved, but the number is small.

4.1.2 The focus of korean sports research is unbalanced
Research on physical education has always been the focus of attention, and more papers and journals have been published than research results in other sports fields, while there are fewer achievements in the Korean sports industry and sports law. For example, after the comparative study on sports policies and regulations between China and South Korea in 2012, it was only after a lapse of five years that relevant research results appeared again.

4.1.3 The Korean sports cooperative research needs to be strengthened
Involving related cooperative research, from the analysis of literature co-authored by two or more people, the proportion of independent research results is low, most of which are cooperation between domestic institutions, and the proportion of co-authored results with Korean schools or teaching is even lower. We should increase exchanges with South Korea and follow up on sports hotspots in a timely manner. Deepen research on all aspects of Korean sports and improve the efficiency of my country's utilization of Korean sports research resources.

4.2 Outlook
4.2.1 E-sports may become the focus of attention
South Korea's e-sports as a whole has achieved industrialized development, and the mainstream social media has become an important force in promoting e-sports. In the 2022 Hangzhou Asian Games, e-sports will be officially included in the competition, which will further promote the research on competitive sports in my country, and Korean e-sports will become the research object of more scholars. From the legislative norms of e-sports, industrial development, and talent education, it will be an important area of research.

4.2.2 Cooperative development boosts research depth
In the research on Korean sports, in-depth cooperation with Korean schools can be increased, and corresponding scientific research funding support can be provided to universities with characteristics and exchange advantages such as Yanbian University and other institutions with geographical advantages. With its own advantages, it will further conduct more and deeper research on Korean sports to make up for the lack of development in a certain sports field in our country. 4.2.3 Physical education research is still the focus
Education is a century-old plan, and the cultivation of sports talents is of great significance to the development of national sports. Our country has already issued a document announcing that in the future, the country will
vigorously develop physical education, and the demand for physical education teachers will increase greatly.

4.2.4 The development of science and technology promotes the in-depth study of sports

The most direct impact of technological development is the development of sports media. The progress of science and technology has accelerated the dissemination of information. South Korea is a big country on the Internet. It has always had advanced research in sports media. Relying on the Internet, it uses modern media to evaluate, broadcast and live broadcast sports events in real time: Sports Daily can provide readers with information about sports events. In-depth commentary, in-depth analysis, detailed interviews, comprehensive character stories and game facts.

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Research On Teaching Model Of English Phonetics Course Based On Micro Lesson

Xiao Pang
Changchun Guanghua University, Changchun, Jilin 130033, China

Abstract: Micro-class, as a form of education relying on short video teaching, promotes the improvement of professional literacy by students watching teaching videos by themselves. It is developed by relying on modern education concepts and information technology. This paper, starting from the problems existing in the teaching of English phonetics in colleges and universities, explores the application approaches of micro-lessons in English phonetics teaching, which is of great significance to improve students' learning interest and efficiency.

Key Words: Micro Class; English Phonetics; Teaching Mode

1. INTRODUCTION

In recent years, with the advancement of education reform and the progress of network technology, more and more information technology has been applied to teaching. the micro lesson as a representative of the modern education mode, was established in 2008 by American scholars have put forward a kind of idea, through the design of 3 minutes video to guide students to complete the task after class and learn the course material, by targeting the emphases and difficulties of learning or a teaching link and contextualized network courses. As a compulsory course for college English majors, phonetics plays an important role in students' oral English. Through the application of micro-lesson in English phonetics teaching, this study will promote the improvement of the existing teaching quality.

2. PROBLEMS IN THE TEACHING OF ENGLISH PHONETICS

As an important world language, China attaches great importance to the study of English in education, which has become a compulsory course in education. However, in the long-term English teaching, more attention is paid to the training of students' written expression ability, but the training of students' oral ability is ignored. Phonetics as the basis of oral English, the teaching effect of phonetics has not been ideal, mainly because of the following reasons: First, the foundation of phonetics is not solid: most English majors have a good foundation of English learning, but the learning of phonetics has been ignored. In English phonetics in middle school, there is not enough time for pronunciation training, which leads to the lack of basic knowledge of pronunciation and a large deviation in pronunciation, generally showing inaccurate pronunciation [1]. Second, the ability to distinguish sound is not strong: under the influence of the Chinese phonetic system and local dialects, many students will confuse English pronunciation with Chinese pronunciation, thus affecting the pronunciation of phonetic symbols. However, Chinese students generally reflect the problem of poor pronunciation ability, unable to distinguish the correct pronunciation or not, so as to develop the habit of correcting pronunciation; Thirdly, there are obvious individual differences: in the teaching of English phonetics in colleges and universities, students' English literacy is uneven, and their phonetic knowledge and ability vary greatly. However, teachers are often unable to take into account the differences of each student, so they can only adopt the form of one-size-fits-all education. This kind of teaching method is easy to lead to more and more obvious differences between students. For students with poor foundation, it will discourage their learning enthusiasm and thus affect the learning effect. Fourth, the teaching method is single: the pronunciation teaching in colleges and universities is basically carried out in the form of teachers' demonstration and students' following reading, the long-term single teaching mode is easy to make students lose interest in learning and unable to form self-recognition of pronunciation and self-check of wrong pronunciation, thus affecting the subsequent learning effect. Based on this, colleges and universities should actively reform the teaching of English phonetics so as to promote the improvement of teaching efficiency.

3. DESIGN OF ENGLISH PRONUNCIATION TEACHING MODE BASED ON MICRO-LESSON

As a teaching form with micro-video as the carrier, micro-class can highlight the teaching theme and meet the development needs of the Internet "micro-era", which plays an important role in stimulating students' interest in learning. Through the research on the problems existing in the current English phonetics teaching in colleges and universities, it can be mainly carried out from the following aspects:

3.1 Perfect teaching theory

Constructivism learning theory, audio-visual psychology theory and teaching communication theory should be the theoretical basis in the teaching model of English phonetics based on micro-lesson. First of all, from the perspective of constructivism learning theory, its core connotation is to create a good learning environment for students, and micro-lessons can just contextualize the English pronunciation learning environment in the form of video. Lesson students by watching the video, to conclude the interaction with video in teaching content, to build their own knowledge of phonetics, lets the student is not only the passive accept phonetics teaching contents of the receiver, is also actively building the construction of learning theory, has realized the real scene with video environment interaction, is a reflection of the principal position of students’ learning, the theory of audiovisual psychology makes use of teaching activities to fit the psychological and cognitive development of students so as to achieve good teaching effects. English phonetics
class video, can bring students' visual and auditory sensory experience, two in audiovisual media stimulation to cater to the students' psychological expectation, when to meet both can cause the psychological effect of learning to stimulate students' active micro teaching contents of the study, eventually play the effect of micro teaching [2].

In addition, theory of teaching communication that teaching should be from the perspective of teaching communication process and complete teaching system to get the best learning resources configuration, and micro class can combine text and audio, animation, etc, with computer technology to achieve the pluralistic unity, let each part of the English phonetic teaching content, form a complete teaching process.

3.2 Develop interactive teaching
In the micro-lesson teaching of English phonetics, it is necessary to combine micro-lesson with classroom teaching, so as to form an interactive teaching mode. Teachers in the design of course content, have to be designed according to the teaching goal and plan, so as to make the micro content closely around the teaching process, such as micro courses to emphasis and difficulty in as the main content, such as voice each phonetic pronunciation way with the correct pronunciation, and targeted to break through the difficulty in the phonetics, Ensure that every student can have a good teaching experience. It is an important measure to promote the teaching progress of English phonetics in colleges and universities, and effectively stimulate students' learning enthusiasm. This paper starts with the current problems in the teaching of English phonetics in colleges and universities, and promotes the application of micro-lesson in English phonetics teaching from various aspects such as improving the teaching theory of micro-lesson and developing the interactive teaching mode, so as to promote the teaching quality of English phonetics in colleges and universities.

3.3 Consolidate phonetic learning in micro lessons
In the teaching of English phonetics, the most important way is to imitate and train. Therefore, a phonetic imitation link can be appropriately added in the design of micro lessons to promote the improvement of students' phonetic practice ability. For example, teachers can introduce English movie clips or English songs into micro-lessons and encourage students to express their voices through role-playing or hum in the melody of songs. This form of imitation can promote students to better feel the Sense of English language, is also an important measure to enhance the ability to appreciate. At the same time, teachers should grasp the time and process of micro-class teaching and reserve sufficient time for students to digest knowledge, so as to ensure good learning effect.

4. CONCLUSION
To sum up, as an important reform direction of modern English phonetics course, micro-lesson teaching can change the disadvantages of traditional teaching mode, ensure students' dominant position in learning, and effectively stimulate students' learning enthusiasm. This paper starts with the current problems in the teaching of English phonetics in colleges and universities, and promotes the application of micro-lesson in English phonetics teaching from various aspects such as improving the teaching theory of micro-lesson and developing the interactive teaching mode, so as to promote the teaching quality of English phonetics in colleges and universities.

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REFERENCE
Research On the Countermeasures Of College English Teaching Reform Under the Backwash Effect Of Language Test

Jinghong Ren, Nana Yan, Zhiyun Song
Huanghe Jiaotong University, Wuzhi 454950, China

Abstract: At present, the Washback Effect of language testing has become a hot topic in the field of language research. College English, as an important part of the language system, covers two aspects of English testing and English teaching, which are closely related. Effective English testing is conducive to the improvement of English teaching methods, the optimization of English teaching environment and the promotion of the good and healthy development of College English, which is of great significance to the realization of English teaching objectives. Based on this, this paper explores the Countermeasures of College English Teaching Reform Based on the backwash effect of language testing.

Key Words: Language Test Backwash Effect; College English; Reform In Education

1. INTRODUCTION

Language test backwash effect is one of the important indicators to evaluate the quality of College English teaching. It can show students' English learning and continue to promote the reform of College English teaching. Under the background of the new era, the requirements of society for English majors are increasing day by day. It is not only necessary to master professional English knowledge and skills, but also to have certain oral English communication ability and strong comprehensive quality, which also puts forward higher requirements for College English Teaching [1]. In this context, College English teachers need to pay attention to the backwash effect of language testing on English teaching, and on this basis, constantly reform and innovate the current English teaching mode and promote the continuous improvement of English teaching quality.

2. THE BACKWASH EFFECT OF LANGUAGE TESTING ON COLLEGE ENGLISH TEACHING

2.1 Promote the improvement of teaching methods

Language testing is conducive to the improvement of College English teaching methods and the continuous improvement of English teaching quality. Through the English test, it can help teachers fully grasp the students' English learning situation. Combined with the students' English test results, it can deeply analyze the shortcomings of the current teaching methods, reflect on the existing teaching methods, whether they are in line with the students' learning law and actual learning situation, and how to effectively adjust the teaching methods to meet the personalized learning needs of different students [2]. For students, English test is one of the important ways to evaluate their own learning effectiveness. Through the test results, it can help students understand their own problems in English learning and improve their personal learning methods.

2.2 Mobilize students to study actively

The positive backwash effect of language testing on College English teaching is also reflected in its ability to mobilize students' initiative and enthusiasm in learning and help students fully consolidate their knowledge. Through the language test, students correctly realize the importance of English test, improve students' sense of urgency, urge students to actively learn English knowledge and actively carry out simulation training. In the process of active training of simulation problems, students can further consolidate their knowledge. When students conduct simulation exercises for a certain content in English learning, they will form a deeper understanding of relevant knowledge and better master the knowledge they have learned in repeated simulation exercises [3]. It can be seen that English testing can be used as a special form of learning method in a sense.

2.3 Cultivate students' comprehensive quality

Language testing plays a positive role in cultivating students' good quality and comprehensive quality. Different from the daily English homework, the English test specifies the examination time and place in detail, but the daily English homework does not specify the students' learning place and time, which is relatively free. In the English test, students need to think independently and complete the test content. In this process, it helps to cultivate students' ability to find, analyze and deal with problems, enhance students' awareness and ability of independent learning, and then promote the improvement of students' English core literacy. After completing the English test, evaluate the results, help students establish a good sense of competition, recognize the gap with other students, and stimulate students' motivation for English learning.

3. COUNTERMEASURES OF COLLEGE ENGLISH TEACHING REFORM UNDER THE BACKWASH EFFECT OF LANGUAGE TEST

3.1 Reform of English teaching materials

English textbooks are one of the important parts of College English teaching system. They are also the main tool for carrying out English teaching activities. They are also the key factor of College English teaching reform. First of all, we need to formulate a reasonable theoretical basis for English testing. Before English testing, teachers should understand the fundamental purpose of English testing. Relevant personnel pay attention to the
applicability and practicality of English testing content, take improving students' English language application ability as the main goal, and pay attention to the assessment of students' basic English knowledge to ensure that each student's English learning situation can be reflected. Secondly, we need to constantly adjust and optimize the existing English course materials to ensure that students can more easily meet the English test standards after English learning, and reasonably adjust the content of English teaching materials according to the English test standards to ensure that students meet the needs of English test after learning.

3.2 English teaching forms

First, College English teaching reform needs to keep pace with the times and conform to the development trend of the times. In the process of College English teaching, teachers need to always take the cultivation of students' language application ability as the primary goal, take English testing as an effective way for students to learn English, get rid of the traditional concept of teaching to cope with examinations, and pay more attention to the cultivation of talent skills. Teachers need to give full play to their guiding role, undertake their due responsibilities, put students in the main position, and actively carry out diversified and free English teaching activities in combination with the actual situation of students. At the same time, guide students to build their own English knowledge system, gradually change students' cognition of English teaching and stimulate their interest in English learning. Second, English teachers should adopt diversified teaching methods in the teaching process, innovate the existing teaching forms, integrate modern information technology into English teaching, create learning situations for students according to the teaching content, simulate English tests on site, let students complete English learning in the real environment and improve their enthusiasm for English learning.

3.3 English teaching content

For the reform and innovation of English teaching content, firstly, teachers need to fully understand the connotation of language test backwash effect, understand the relationship between English test and English teaching, and formulate a reasonable English teaching plan in combination with the actual English teaching situation and English syllabus at the present stage. When innovating English teaching content, teachers should take the English test content as an innovative element, and add more interesting, practical and scientific content into the English curriculum according to the students' English learning characteristics and unique needs. In addition, for the innovation of English teaching content, teachers need to pay attention to the basic and practical nature of the teaching content, and integrate oral exercises into English practice teaching to promote the improvement of students' oral communication ability.

4. CONCLUSION

To sum up, for College English teaching, language testing can produce more positive backwash effects, including promoting the improvement of teaching methods, mobilizing students' active learning and cultivating students' comprehensive quality. Therefore, in College English teaching, we need to correctly recognize the positive role of English testing on teaching, combined with the backwash effect of English testing, effectively promote the reform of College English teaching from the aspects of teaching form, teaching content and English teaching materials, enhance students' enthusiasm for English learning and improve the effectiveness of English teaching.

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REFERENCE

Abstract: Labor education is an important part of the characteristic socialist education system, is the new requirements of the party and the country for education under the background of the new era. Labor education, as an important basis of "five education integration", is integrated and symbiotic with other four education. Under the concept of "five education integration", it is of great significance to put labor education through the whole process of talent training in secondary vocational schools for cultivating the comprehensive practical ability of secondary vocational students and promoting their free and comprehensive development.

Key Words: Five-Child Integration; Secondary Vocational School; Labor Education

1. INTRODUCTION
Labor education has always been highly concerned by the state and plays an important role in China's current national education system. Labor education is one of the effective ways to help students master labor skills, establish labor consciousness and form good labor behavior habits [1]. To carry out labor education in secondary vocational schools is a key carrier for the implementation of the fundamental task of moral cultivation in the new era, an inevitable requirement for the implementation of the integration of education and education, and an important link for cultivating talents with craftsman spirit and vocational skills [2]. With the development of the Times, the content and form of labor have changed greatly. China's secondary vocational schools continue to explore the connotation of labor education, curriculum and teaching content, and have achieved good results. In the background of the new era of vocational education, labor education has been endowed with a deeper connotation of education, labor values and content view also show new characteristics and new requirements. At present, in the process of developing labor education in secondary vocational schools, there are still some problems, such as weak labor consciousness, deviation of labor values, lack of perfect labor education system and single labor education form. Therefore, secondary vocational schools need to closely around the actual needs of students and personality characteristics, from multiple dimensions of active construction of labor education system, effectively improve the level of secondary vocational school labor education.

2. TO BUILD A LABOR EDUCATION SYSTEM WITH SECONDARY VOCATIONAL

CHARACTERISTICS GUIDED BY THE NEEDS OF EDUCATION
Secondary vocational schools need to accurately grasp the needs of education in the new era and take it as the orientation of talent training and the entry point of labor education. Secondary vocational schools should understand the connotation of the new age of labor education value, set up the systematic education thought, promote the labor education from oneness to fusion, the correct understanding to the new age of labor education responsibilities change, no longer just a single instrumental labor, but also to cultivate qualified successors to the socialist modernization construction and age of the burden of new [3]. Secondary vocational schools in terms of curriculum, therefore need to form good discipline integration thinking, set up independent labor education courses, on the basis of reasonable into labor education in various professional courses teaching, promote the construction of course education, gradually form the professional courses of "labor education + " labor education mode, dig into professional course of labor education elements, To promote the mutual integration of different disciplines and build a perfect education system. For the selection of labor education content, it is necessary to combine the specific goals and contents of labor education in the new era, according to the characteristics of students of different grades, majors and sources, and build a labor education content supply chain covering daily, production and service three dimensions. In the aspect of labor education evaluation, labor education indicators should be integrated into the evaluation system of students' comprehensive quality, the process and results of students' participation in labor education should be recorded in detail, and the score of labor literacy should be clearly set. The score of labor literacy should be regarded as an important basis for evaluating students' comprehensive literacy, which is more relevant to students' graduation.

3. ENRICH THE CHANNELS OF LABOR EDUCATION PRACTICE AND EDUCATION
The practice of labor education is an effective way to help students establish good labor consciousness and cultivate correct labor values. Secondary vocational schools need to fully respect education objective law, correctly to recognize the importance of labor education practice, maximize reflect the key role of labor education practice, actively construct covers multiple subject of schools, communities, families participate in labor education practice platform, enrich the education practice of labor
education channel. From the point of view of schools, it is necessary to carry out various kinds of labor education practice activities according to the actual situation of students from different sources, relying on school experiments and training, daily labor, social practice, voluntary service and other ways, and constantly improve the level of labor education in schools. From the Angle of family, needs to further strengthen parent-school cooperative, establish perfect home school joint training of labor practice education mechanism, fully embodies the advantage and importance of family education, formulate the corresponding family education evaluation standard of labor, and labor in school education in the comprehensive evaluation system of labor education into family practice results. From a social point of view, the secondary vocational schools need to further optimize social practice education achievement evaluation system, completes the top-level design, actively launch at all levels of government, communities, businesses, and the power of the organization, make full use of the resources of all kinds of labor education practice, truly reflect the social education of the important role in the labor education practice.

4. ESTABLISH A SOUND LABOR EDUCATION SECURITY SYSTEM
For secondary vocational school labor education, the construction of a diversified labor education security system, for high-quality promotion of labor education, effectively improve the level of labor education is particularly key. Secondary vocational schools need to adapt to the characteristics and requirements of labor education in the new era, strengthen comprehensive implementation, and constantly optimize and perfect labor education support and security system. First, secondary vocational schools should fully integrate the government, schools, enterprises and other social resources, to maximize their own professional advantage and social service function, according to the students' actual situation, expanding labor education practice, form a stable labor education practice education base, construct perfect labor education practice education safeguard mechanism. Second, the secondary vocational school should further strengthen labor education teachers team construction, intensify existing teacher training on campus, at the same time actively introducing external talents, combined with the integration platform of production and education, create a ZhuanJian combined with labor education faculty, make teachers have good solid sense of labor education and labor education skills. Third, secondary vocational schools should continue to establish and improve the special fund investment system for labor education, combine the actual situation of labor education, provide special fund support for talents, equipment, practice places and other links in labor education, make a reasonable overall plan for the existing funds in the school, and provide sufficient fund guarantee for labor education. Fourthly, secondary vocational schools need to build a perfect labor education safety guarantee mechanism, in which the government plays a leading role, secondary vocational schools play a leading role, and strengthen the cooperation between schools and enterprises. Constantly set up a good safety awareness, enhance the safety concept, the safety responsibility to implement, establish a perfect safety emergency plan, buy safety insurance for students. In a word, through a number of measures to build a complete emergency handling mechanism, for secondary vocational school labor education to provide a good security.

5. CONCLUSION
To sum up, the labor education is a long-term, system of secondary vocational school education work, need to set up the systematic, planning thinking, focus on vocational education curriculum reform, personnel training and education requirements, etc., to build up the system of labor education with secondary vocational characteristics, improve the labor education education mechanism, cultivate students set up the positive spirit of labor, Improve the level of students' labor skills, so as to promote the overall development of students' morality, intelligence, body, beauty and labor.

REFERENCE
Research On the Practical Application Of Flipped Classroom Teaching Mode In Higher Vocational Mechanical CAD Course

Xiangkun Shi
Shandong Vocational College Of Industry, Zibo, Shandong 256414, China

Abstract: with the reform and innovation of education, great changes have taken place in the teaching methods of many disciplines. Among them, flipped classroom teaching is a new teaching mode. Through the combination of students' interests and teaching content, the "teaching" of traditional teaching is gradually transformed into students' "learning". According to the change of this teaching concept, a more efficient teaching mode is brought to students.

Key Words: Flipped Classroom; Vocational School; Mechanical Cad; Courses; Practice

1. DEFINITION AND FUNCTION OF FLIPPED CLASSROOM TEACHING MODE

1.1 definition of flipped classroom
The English name of flipped classroom is "flipped classroom", which can also be translated into "flipped classroom teaching mode". When implementing this teaching mode, relevant teachers will first distribute some video teaching materials to students, so that students can learn independently, then discuss, share, solve doubts and research with other students in the classroom, and finally complete the exercise content arranged by teachers. Compared with the traditional teaching mode, the flipped classroom teaching mode mainly focuses on students, With students' "learning" as the central idea, let students complete the preview of knowledge through videos or some digital materials, and then carry out interactive learning with teachers and students in class. In this new teaching mode, students are basically "learning", and the task of teachers is to understand students' problems and guide students to learn [1].

1.2 role of flipped classroom
The main function of implementing flipped classroom is to cultivate students' autonomous learning ability. Autonomous learning ability has always been a quality that students must have. It can not only ensure students' autonomous and continuous learning, but also improve students' ability to explore and analyze problems. Because when implementing the flipped classroom teaching mode, in many cases, students are learning knowledge by themselves, which requires students to constantly think, analyze, question and solve problems. Secondly, flipped classroom can also cultivate students' assistance ability, communication ability and information extraction ability. Flipped classroom teaching in classroom teaching is basically based on group cooperation. Students discuss, share and explore together, communicate and exchange constantly, and find ways to solve problems. In this process, it is important for students' assistance ability the improvement of communication ability is of great significance [2]. Finally, the students summarize the information content put forward by the internal members of the group, so as to improve the students' quality in many aspects.

2. APPLICATION OF COVER SING CLASSROOM TEACHING MODE IN CAD COURSE

2.1 analysis of characteristics of mechanical CAD Course
Mechanical CAD course is mainly to cultivate students' software drawing ability, CAD operation methods and drawing steps. Traditional mechanical CAD mainly focuses on software drawing demonstration, and students draw and practice after class. Due to the complexity of mechanical CAD course, many steps are not repeatable in the process of practical teaching. If students pay little attention, they will be unable to keep up with the demonstration steps. Therefore, under the influence of traditional teaching mode, some students can only ask other students after class, which greatly reduces the learning efficiency.

2.2 analysis of learning characteristics of Higher Vocational Students
In CAD teaching in higher vocational colleges, we should pay attention to understanding the learning characteristics of students, which is of positive significance to promote the improvement of teaching efficiency and quality [3]. From the practical analysis, higher vocational students have the following characteristics: first, they are more emotional in learning. In fact, most students have relatively high interest in learning, especially for some unfamiliar but interesting learning contents. Not only that, more students are not interested in theoretical contents or even feel boring with practical learning; Second, poor consciousness and persistence. In the past, in the study of primary and junior middle schools, many students did not have strong consciousness and self-control, but they were able to devote themselves to learning under the strict supervision of parents and teachers. When entering higher vocational colleges, the control of students was relatively loose. Therefore, most students tend to indulge in others due to lack of consciousness, especially online games, and are more perfumatory in learning Plagiarism.

3. PRACTICAL APPLICATION OF FLIPPING CLASSROOM IN MECHANICAL CAD CLASSROOM

3.1 before class

ACADEMIC PUBLISHING HOUSE
In order to better carry out the mechanical CAD flipping class and turn the traditional book pre class preview into video learning materials for teachers to provide students, teachers usually record a demonstration video with some operation contents, and explain one of the tasks and core key operation points to students clearly. After students watch this video, Then complete two drawing tasks with the same difficulty as the video by themselves, because to complete the task, students must watch the video carefully. At the same time, students also need to report the completion degree of pre class tasks, problems and relevant solutions to teachers through the network in time, and teachers can solve problems online [4]. In addition, teachers also need to encourage and praise some students who ask questions. This way of pre class preview can not only cultivate students' autonomous learning ability, but also cultivate students' ability to think and analyze.

3.2 in class
The implementation of flipped classroom does not end after students watch the video. the main purpose is to help students internalize the knowledge content in the video and report their own problems, questions and task completion in class. In class, teachers need to explain the completion of students' pre class tasks and individual typical problems. In addition, they also need to coach some individual students. Finally, organize the students to set up study groups to solve some difficult tasks. If the students still can't solve the problems through group discussion, communication and analysis, then the teachers will explain them.

4. APPLICATION OF FLIPPED CLASSROOM IN TEACHING PROJECTS
The project-based course of mechanical CAD software will be composed of many projects, and the project also includes several step-by-step task drawings. For example, take the drawing project of shaft parts as an example to explain the application of flipping classroom in teaching projects. Firstly, the view, dimension and technical requirements of drawing axis projects are made into a short video, and the students are required to complete the corresponding tasks after watching the video, and fill in the feedback form as required. the feedback contents are as follows: how many times do you watch the video? How long did it take to complete the task? Briefly describe what commands are used to draw drawings in the drawing process? Through the setting of feedback form, it helps guide students to complete tasks in multiple forms and ways, and teachers and students can also communicate and discuss problems through the network. In class, teachers need to focus on the situation of the feedback form, and further deepen the content before class. For example, let students draw some slightly complex shaft parts drawings, so that students can discuss and learn face-to-face, which can also increase the interest and activity of mechanical CAD course. Finally, after class, teachers need to understand the problems fed back by students, the effect of pre class learning and in class learning, and improve the video in order to provide help for subsequent courses.

5. CONCLUSION
To sum up, in this paper, the author analyzes the definition and function of flipped classroom teaching mode, expounds the application of flipped classroom teaching mode before and in Higher Vocational Mechanical CAD class, and finally discusses the application of flipped classroom in teaching projects.

REFERENCE
The Relationship And Transformation Mechanism Between Beauty And Goodness

Helai Su1, Feng Su2*
1. School Of Humanities, Zhejiang Gongshang University, Hangzhou, Zhejiang, China; 2. Weifang University, Weifang, Shandong, China
*Corresponding Author.

1. THEORETICAL BACKGROUND OF THE RELATIONSHIP BETWEEN KANG DEMEI AND GOODNESS

The ancient Greeks first put forward the concept of "beauty" and began to study aesthetics. They have a great respect for beauty. One of the earliest people to discuss the relationship between beauty and goodness is the poetess Sappho. She believed that if a person is called beautiful, he must be beautiful in appearance, and good people are also beautiful. This is also the ancient Greek traditional concept of good relations. For the first time in the history of Western aesthetics, Plato's "The Great Hippius" specifically discusses the definition of "what is beauty itself". It is recorded that Socrates discussed "what is beauty" with the famous sage and orator Hippius at that time. When Hippius answers with something "beautiful," Socrates reminds him that what he should focus on is "beauty itself." According to Hippius, gold makes all things beautiful, but the gold spoon is not as comfortable as the wooden spoon, so the definition of beauty turns to beneficial, beneficial is good. Beauty and fickleness become causality, beauty is the cause, goodness is the result, beauty is the father of goodness. Plato took a different view from Socrates in his early work, the Symposium, that beauty and goodness are equal, writing, "Don't you think that what is good is always beautiful? Yes. Then if love lacks beautiful things, if all good things are beautiful, it also lacks good things. He says, Socrates, for me, I can't refute you. Just like you said. " In his later work "Philebus", Plato restated the view that "goodness includes beauty", which is composed of various beings, including beauty, proportion and truth. Aristotle distinguishes between beauty and goodness in a great sense, and he argues that there is a difference between beauty and goodness. On the one hand, he thinks there is a difference between beauty and goodness; on the other hand, he makes a distinction between beauty and goodness in aesthetic concepts and ethics.

2. AESTHETIC PURPOSE

Kant believed that beauty in most cases is purposeful. He divided beauty into two concepts, one is pure beauty in the original sense, that is, "free beauty", and the other is "clinging beauty" in the extended sense. Among them, the beauty of freedom is the natural beauty visible to the naked eye in nature, while the beauty of attachment is the beauty after human processing to the objective world. The purposive presentation after the combination of these two kinds of beauty is "the unity of appreciation and rationality, beauty and kindness". And "beauty becomes the instrument of good intention".

According to Kant, "Appreciation is the ability to judge an object or a representation through pleasure and displeasure without any interest. Such an object of pleasure is called beauty. " And" Only the pleasure of the appreciation of beauty is a disinterested and free pleasure. " He essentially separated beauty from other pleasures and aesthetic judgment from other judgments. 555 Sublime is Kant's explanation of aesthetic reflection judgment In the general notes of "The moral emotion embodied by the sublime", he believes that aesthetic judgment is transformed to morality through aesthetics. the intermediary of transition is "creativity and spontaneity".

3. THE RELATIONSHIP BETWEEN BEAUTY AND GOODNESS

3.1 convergence

Kant believed that the realization of the ideal of beauty must contain two major factors. the first is the "normative idea" of aesthetics, that is, the average value of human external aesthetics, which is summarized from the perspective of animals combined with a large number of examples and materials. the second is "rational idea", which can break through the limitation of "normative idea" to a certain extent. What it expresses is not the purpose of conforming to norms, but the highest perfection, namely morality. So the realization of beauty needs the participation of good.

According to Kant, beauty is the symbol of morality. Good does not equal beauty, but there is something in common. He holds that beauty and morality have the following four similarities:(1) both beauty and morality are directly pleasing, in which beauty lies in reflexivity, while morality lies in concept; (2) Beauty has nothing to do with morality; (3) In the judgment of beauty, the freedom of imagination is consistent with the law of understanding, and in moral judgment the freedom of will is consistent with the universal law of reason; (4) Both beauty and morality are universally valid (the judgment and universality of beauty are not seen through any
Generally speaking, the essence of aesthetics as the faculties of knowledge, and the other is the self-awareness free, but one is the sense of freedom coordinated with the latter must have an interest consequence; (3) Both beauty and morality have the concept; (2) Neither beauty nor morality has an interest, pleasant, but one is due to intuitive reflection and the other through a concept). Kant believed that aesthetic judgment has independence and purity. Aesthetics is rational and can only be expressed in relation to morality. Beauty and kindness are interrelated and inseparable. As for the art that embodies beauty, Conrad commented: "Art is an attempt to award the highest justice to the tangible universe: to find out the basic, lasting and indispensable things in the facts of the universe, matter and life, which is the highest morality of art existence, the philosophical movement of the 20th century, including the ethical movement, also showed the gradual unification of beauty and goodness. From Wittgenstein's philosophy of logic theory "in the" to give life territory "to Heidegger's" poetry", from the philosophy of Nietzsche's poetic to marx's "dimension of aesthetic", to the postmodern philosophy from "I binary content" to things I both intuitive imagination, emotion world trend, which shows a clear fact: Beauty and kindness are no longer separated, but closer and closer, I have you, you have me.

3.2 The difference between sex
According to Kant, beauty and morality have the following differences: (1) beauty and morality are both pleasant, but one is due to intuitive reflection and the other to concept; (2) Neither beauty nor morality has an interest, but the latter must have an interest consequence; (3) Both are free, but one is the sense of freedom coordinated with the faculties of knowledge, and the other is the self-discipline coordinated with the faculties of will; (4) the subjective universality of beauty has no concept, while morality is the objective universality principle with concept.
Kant also makes a distinction between the transmissibility of the senses. Moral feeling can be conveyed, but it is based on concept rather than free communication. The pleasure of beauty is something that everyone can share as long as he has the ability to know, because he has made imagination and understanding coordinate with each other, which is the innate condition for the universal communication of beauty.

Beauty and goodness are superutilitarian. "With morality, people can transcend utilitarian desires, transcend their own material finitude and reach spiritual infinity, realizing the historical leap between the finite and the infinite. On the other hand, morality cannot exist if it cannot transcend utilitarian desires." At the same time, beauty is also super utilitarian existence. "After all, the reason why art is favored by life is that it has a special power to make us temporarily separate from nature and reach an absolute state, a momentary perfection of mind. This is where the nature of art transcends tiling."

3.3 Transformation mechanisms and approaches to perfection
"Goodness is beauty, and beauty is goodness, the highest kind of goodness. the essential forces of man's goodness are beauty when they are fully realized in objects and become radiant. " the best place to start is with beauty. Aesthetic judgment is accompanied by moral judgment. "Generally speaking, the essence of aesthetics as modernity contains three basic demands: first, to correct the name of sensibility, to re-establish the existentialism and axiology status of sensibility, and to seize the ontological position occupied by supersensibility in the past; Second, art replaces traditional religious forms and even becomes a new religion and ethics, endowing art with the religious function of salvation. Third, the game mentality of life, namely the so-called aesthetic attitude towards the world. In the aesthetic state, sensibility and rationality can be transformed. Schiller described it this way: "Since beauty has proved that moral freedom and emotional attachment can coexist completely, people need not separate themselves from matter in order to show that they are spirit, we will no longer feel embarrassed to find a way to transform from emotional attachment to moral freedom. If people say sex together of the time is free, as the truth of beauty Ming, if freedom is something absolutely and ultra perceptual, as a result of such as its concept, then, how people up from limit absolutely, how people in his thinking and willingness to fight the perceptual, is no longer a problem, For all this has already happened in beauty. In a word, how one passes from beauty to truth can no longer be a question, for truth is already in beauty, according to its function."

Aesthetic education. Traditional education focuses on exam-oriented knowledge learning, focuses on the professionalism and technology of education but neglects the richness and dimension of education, focuses on the material world related to knowledge but neglects the value world related to society. And this kind of education mode and education mechanism will bring moral apathy and conscience atrophy. Gorky said that by nature everyone is an artist and wants to bring beauty into his life. There is no end to people's yearning for beautiful life and pursuit of beautiful ideal. Chekhov said that everything in a human being should be beautiful: face, dress, soul. Aesthetic education is figurative and conducive to cognition and understanding. Secondly, aesthetic education has emotional, easy to emotional, so that people from the aesthetic edification and education. Finally, aesthetic education has pleasure, can arouse people's emotional resonance with specific and vivid images, produce aesthetic pleasure, and get education in the enjoyment. Aesthetic education cultivates people's noble sentiment, realizes sound world outlook and values, and improves spiritual realm.

Emotion is the medium between beauty and goodness. Because not only the basis of beauty is emotion, the basis of goodness is also emotion, without emotion, the instantaneous unity and mutual exchange between beauty and goodness would not happen. In spite of the unification of beauty and goodness, emotion still needs regulations to maintain the middle way between beauty and goodness. Even if the regulations are just a symbol, even the symbol can deter emotion. the symbol of stipulation itself is a kind of meaning, just like a perfect ring, which has a opposite side to the emotion, and the emotion itself can be realized perfect.

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Construction Of Internal Undergraduate Quality Assurance System In Colleges And Universities From the Perspective Of Educational Evaluation Reform

Wenwen Tang
Xi'an University Of Finance And Economics, Xi 'An, Shaanxi, China

Abstract: Starting from combing the current situation and problems of the internal undergraduate quality assurance system in Colleges and universities, taking the opportunity of the national printing and distributing the overall plan for deepening the reform of educational evaluation in the new era, this paper analyzes the overall idea and guidance of the overall plan for deepening the reform of educational evaluation in the new era, and then from the core concept of quality assurance, quality culture, quality assurance subject This paper expounds the inspiration of the overall plan for deepening the reform of educational evaluation in the new era to the construction of undergraduate quality assurance system in Colleges and universities from four aspects of quality evaluation reform.

Key Words: Educational Evaluation; Undergraduate Education; Quality Assurance

1. CURRENT SITUATION AND PROBLEMS OF UNDERGRADUATE QUALITY ASSURANCE SYSTEM IN COLLEGES AND UNIVERSITIES

1.1 The concept of quality assurance has been formed, and the concept of quality assurance needs to be transformed and improved

With the deepening of China's education reform year by year, China's colleges and universities have basically constructed a college quality assurance system based on the traditional quality assurance concept. However, at present, most of the quality assurance ideas formed in Colleges and universities focus on the quality monitoring and guarantee from the perspective of teachers, and ensure the teaching quality from the perspective of teaching, which has promoted the improvement of teaching quality to a certain extent. However, in most quality assurance systems, the dominant position of students' learning is ignored, and the effect of "teaching" is equal to the result of "learning". The quality assurance system lacks student-centered quality assurance measures, and does not really establish the student-centered education concept and quality assurance concept.

Driven by the educational evaluation reform of level evaluation and audit evaluation in China, China's colleges and universities have basically built an internal quality assurance system in line with the characteristics of colleges and universities, the organizational structure of the teaching quality assurance system is basically perfect, and can set up special quality assurance institutions and departments, establish corresponding rules and regulations for the evaluation reform, reasonably monitor the quality of all links of the school, and promote the continuous improvement of teaching quality in Colleges and universities. However, the teaching quality assurance system of colleges and universities mostly depends on the evaluation model led by the government, ignoring the endogenous quality assurance system in Colleges and universities, ignoring the dominant position of colleges and universities, the lack of motivation for quality assurance, and the obvious lack of characteristic quality assurance construction of colleges and universities.

Due to the requirements of external quality monitoring and the standardized construction of school evaluation, the establishment of the existing teaching quality assurance system of the school mainly depends on external requirements, with obvious external dependence characteristics. the guarantee elements, contents and modes of each university are highly similar. There is a lack of a quality assurance system tailored to the school's teaching objectives and characteristics and reflecting its own school running characteristics. the mode is still dominated by the government, the autonomy of quality assurance needs to be improved, the internal quality culture awareness is not enough, and the characteristics are not bright enough.

1.2 The main body of quality assurance and quality assurance organization have been established, but the professional level needs to be strengthened

The diversity of the main body, the complexity of the content and the professionalism of technology of the internal quality assurance system of colleges and universities determine that the internal quality assurance system of colleges and universities needs a professional quality assurance team and organization [1]. According to the existing internal quality assurance institutions of colleges and universities, some colleges and universities have established independent quality assurance departments and institutions, but there are still quality assurance departments of colleges and universities attached to the academic affairs office, development planning office and other departments, or quality assurance departments merged with higher education research and other institutions, so that the teaching quality assurance team is both a teaching management department and a teaching supervision department, and the management roles and supervision responsibilities are easy to be confused, the implementation of division of
labor and responsibility of departments is not clear, resulting in contradictions and disadvantages in the actual operation of quality assurance work, which is not conducive to the effective development of quality assurance work of the whole school.

The professionalism of internal quality assurance institutions in Colleges and universities can not meet the effective operation of quality assurance institutions. Department colleges and universities even have no professional quality assurance platform due to funds and other reasons. The number of professional staff in quality assurance institutions is still relatively scarce, and some even have only two staff members responsible for the quality monitoring task of the whole school. The management ability and research ability of the staff can not adapt to the rapid development of society.

In addition, there are some problems in the structure of internal quality assurance institutions in Colleges and universities. At present, colleges and universities have basically established a two-level teaching quality assurance structure. However, it is the school level supervision department that really gives play to the quality supervision and guarantee. The supervision and execution ability of the secondary college is not strong, exists in name only, the awareness of quality assurance is weak, the problems of feedback are not really implemented, and the responsibilities are not really effectively realized. There are often teaching supervision to complete the "task", and the formal problems are more serious. Secondly, the Department of school level teaching supervision team is retired teachers or older teachers, and there are insufficient famous teachers and guidance personnel. Therefore, the lack of supervision force is one of the main reasons for the lack of supervision effect. The lack of creativity of retired teachers in the Department and the lack of innovative management ability and research ability of the staff can not give full play to the function of diagnosis and improvement, resulting in the weak closed-loop effect of teaching quality monitoring, and can not achieve scientific and effective continuous improvement.

The breadth and depth of evaluation are not enough. With the reform of the government's external evaluation, the elements of quality assurance are basically complete, but at present, they only focus on the construction of teaching quality assurance system and quality monitoring, but ignore the students' academic process evaluation, the students' learning evaluation only stays in the evaluation of academic achievements, and the evaluation depth of the students' comprehensive quality of morality, intelligence, physique and beauty is not enough. In addition, there is also a lack of practical and effective evaluation of students' graduation, internship and training. The feedback from graduates' employers mostly depends on the third-party evaluation organization, and the continuity and authenticity are poor. The teaching evaluation does not cover all links of talent training, so it is difficult to achieve a true closed loop.

2. GENERAL IDEA AND GUIDANCE OF THE OVERALL PLAN FOR DEEPENING THE REFORM OF EDUCATIONAL EVALUATION IN THE NEW ERA

On October 13, 2020, in order to thoroughly implement the important exposition of the general secretary on education and the spirit of the national education conference, improve the mechanism of establishing morality and building a human body, reverse the unscientific orientation of education evaluation, resolutely overcome the persistent malady of only scores, only entering higher education, only diplomas, only papers and only hats, improve the ability and level of education governance, accelerate the modernization of education, build a strong educational country and run education to the satisfaction of the people, the state has issued the overall plan for deepening the reform of educational evaluation in the new era (hereinafter referred to as the overall plan), which points out the direction for the development direction and school running orientation of Education [2]. The overall plan requires the school to adhere to the correct direction of running the school and take the effectiveness of "Building Morality and cultivating people" as the fundamental standard for the evaluation of colleges and universities. Take ideological and political work and ideological work as important indicators and
contents for Evaluating Colleges and universities, internalize "Building Morality and cultivating people" into all links of teaching and education and school management, improve and improve the internal quality assurance system of colleges and universities, pay attention to the all-round development of students' comprehensive quality of morality, intelligence, physique and beauty, and do not have the school running attitude and behavior of emphasizing intellectual education, scores and moral education.

Improve the evaluation of colleges and universities, promote classified evaluation, and encourage and guide the personalized development and characteristic running of colleges and universities. Promote undergraduate education and teaching evaluation, and highlight the ideological and political education of "Building Morality and cultivating people". Expand the depth and breadth of undergraduate education teaching evaluation content. In addition to the teaching situation of professors, the evaluation of student teacher ratio, graduation thesis (Design), major and so on, we should also deepen the continuous evaluation of student management services, internship and training, graduation tracking, employer satisfaction and so on. Improve discipline evaluation in Colleges and universities and highlight the characteristics and quality of disciplines and specialties. Application-oriented undergraduate schools explore the establishment of appropriate evaluation standards to cultivate application-oriented talents focusing on professional ability and practical application ability. The "double first-class" construction school formulates reasonable effectiveness evaluation methods to cultivate first-class talents who serve the needs of the country and cultivate a number of first-class achievements. Normal colleges and universities take the training of qualified teachers as the main index of evaluation and assessment, and strive to train excellent people's teachers for the country [3]. Improve the performance evaluation of the use of university funds and the evaluation of national exchanges and cooperation, and constantly explore the evaluation of efficient service for the whole people's lifelong learning.

Reform the evaluation of teachers and take teachers' ethics and style as the first standard for evaluating teachers. The overall plan requires that teachers' Ideological and political quality education should be strengthened. It requires that teachers should be good at every lesson and care for every student as the fundamental purpose, guide teachers to pay attention to teaching, highlight the quality orientation in the evaluation of teachers, break the "Five Virtues" with academic contribution, social contribution and talent training as the evaluation criteria, and guide teachers to return to their roles and work. Reform the evaluation of college students and establish a scientific outlook on talent and evaluation. Enrich the evaluation methods and means, strengthen the innovation of the process evaluation methods and evaluation system for the all-round development of morality, intelligence, physique and beauty, make full use of modern information means to record the growth process of college students, explore the multiple evaluation subjects of home school teachers and students' communities, explore the evaluation of College Students' learning and growth experience, guide students to establish a good style of study and examination, establish "four self-confidence", strengthen ideals and beliefs and enhance their comprehensive quality.

Adhere to the evaluation concept of student-centered, result oriented, diversified participation and continuous improvement, clarify quality standards, improve the guarantee of organizational structure and system, improve the evaluation system, innovate evaluation means and methods, strengthen the construction of school running characteristics and quality culture, improve the internal quality assurance system of colleges and universities, explore value-added evaluation, and make rational use of results, process and comprehensive evaluation results. Further improve the effectiveness and scientificity of school teaching quality evaluation.

3. CONSTRUCTION AND IMPROVEMENT OF INTERNAL UNDERGRADUATE QUALITY ASSURANCE SYSTEM IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL EVALUATION REFORM

3.1 Build morality and cultivate people throughout the whole process of the construction of teaching quality assurance system

The overall plan requires the school to adhere to the correct direction of running the school and take the effectiveness of "Building Morality and cultivating people" as the fundamental standard for the evaluation of colleges and universities. Therefore, when improving the teaching quality evaluation system, we should change the unscientific value orientation of teaching evaluation, improve the quality assurance system with morality and people as the core, internalize morality and people into all links of quality assurance in Colleges and universities, take ideal and belief education as the core and socialist core values as the guide, Focusing on the center of "what kind of people colleges and universities cultivate, how to cultivate and for whom", improve the internal undergraduate quality assurance system of colleges and universities, and take the core of Building Morality and cultivating people as the baton and direction of college running philosophy, discipline construction and quality assurance.

3.2 Accelerate the transformation of quality concept and strengthen the construction of quality culture

Since the construction of the internal quality assurance system of colleges and universities in China depends on the external evaluation led by the government, in order to build and improve the internal quality assurance system of colleges and universities, it is necessary for all staff to establish a correct concept of quality, improve the quality awareness of the participation of employees, teachers and students, and guide teachers and students to form a bottom-up teaching quality culture and quality assurance consciousness from their own point of view. The school should establish the quality concept of student-centered, output oriented and continuous improvement, take its own learning characteristics as the support, encourage teachers to actively devote themselves to teaching work, carry out
all-round comprehensive quality education with students as the center, encourage students to actively participate in the quality management and evaluation of the school, and actively give advice and suggestions for the quality assurance of the school through questionnaires, so as to create a good teaching and learning atmosphere. Only when the internal teaching quality assurance of colleges and universities becomes a conscious and spontaneous behavior and culture, establish the quality consciousness, form the quality consciousness and quality culture with its own characteristics, and further improve the quality and level of college education.

3.3 Multiple participation to further improve the internal education quality assurance system of colleges and Universities

The transformation of higher education from popularization to popularization has brought about the diversification of school running subjects and activities. This will inevitably lead to the reform of the quality assurance system with multiple subject participation and multiple evaluation methods. Therefore, in order to further improve the teaching quality assurance system, it is necessary to establish a multi participation evaluation system. First of all, for colleges and universities themselves, they should give full play to the advantages of internal quality assurance, internalize their long-term external evaluation into the internal causes of their own evaluation, development and progress, and then change into the normalized internal quality assurance of colleges and universities. Secondly, student-centered higher education needs more teachers and students to participate in quality assurance, understand the satisfaction of teachers and students with school management, teaching and learning experience through interviews, questionnaires and other forms, and give full play to the important role of teachers and students in the quality assurance system.

3.4 Innovate evaluation methods, strengthen process evaluation and development evaluation, and explore value-added evaluation

In the past, the traditional quality evaluation mostly focused on the result evaluation. With the continuous reform of higher education evaluation, we should shift from the pursuit of result evaluation to process evaluation, development evaluation and value-added evaluation, so as to enrich the evaluation methods of quality assurance. For the evaluation of teachers, teachers' evaluation is usually linked to papers and projects. However, with the continuous reform of higher education evaluation methods, colleges and universities need to transform the quantitative accountability evaluation for teachers into the process evaluation of classroom teaching practice, pay attention to teachers' teaching process, teaching methods and students' Classroom teaching effect, give teachers process dynamic evaluation and give feedback in time. Make teachers have a correct understanding of evaluation, pay attention to teaching itself from the heart, and constantly improve their own education and teaching methods, so as to improve the quality of classroom teaching. For students, we should constantly explore development evaluation and value-added evaluation, take cultivating college students with all-round development of morality, intelligence, physique and beauty as the evaluation criteria, make students pay equal attention to intellectual education and moral education, match intelligence and ability, refuse to use the one-sided evaluation method of examination results as the evaluation means, construct the value-added evaluation of students' learning and growth, strengthen the evaluation of students' learning experience satisfaction, and guide students to establish firm ideals and beliefs, Cultivate a good learning atmosphere, so as to promote the overall improvement of teaching quality and level in Colleges and universities.

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REFERENCE

Teaching Strategies Of English Reading Based On Subject Core Competencies In Junior Middle School

Xiang Wang, Xiao Pang
Changchun Guanghua University, Changchun, Jilin 130033, China

Abstract: Core competencies refers to the necessary character and key ability that students should have to meet the needs of lifelong development and social development. It emphasizes personal cultivation, social care, family and country feelings, and pays more attention to independent development, cooperative participation and innovative practice. the English curriculum standard for senior high schools (2017 Edition) proposes to develop students' English subject core competences. The English subject core competencies mainly include four elements, namely language ability, learning ability, cultural character and thinking quality. the use of correct English reading teaching strategies plays a very key role in improving students' subject core competencies.

Keywords: Subject Core Competencies; Junior Middle School English Reading; Teaching Strategies

1. INTRODUCTION
Subject core competency is a comprehensive and inherent quality or ability formed based on subject knowledge and skills and integrated with emotion, attitude or values, which can better reflect the core competencies level of students in the process of solving complex problems. the focus of the current basic education curriculum reform is to refine the core competencies of students’ development, and English reading teaching plays a vital role in promoting the development of students’ core competencies.

2. RESEARCH STATUS OF SUBJECT CORE COMPETENCIES AND ENGLISH READING TEACHING AT HOME AND ABROAD
The concept of "core competencies" was first put forward by the Organization for Economic Cooperation and Development (OECD) in 1997. the basic concept of effective teaching under the new curriculum is: focus on quality education, reflecting the value of language learning to students' development; for all students, pay attention to the different characteristics and individual differences of language learners. Through reading teaching strategies, teachers stimulate students' conscious behavior so that they can successfully complete reading tasks.

Regarding core competencies, the views of domestic researchers are roughly influenced by two representative views of the OECD and the European Union. the so-called subject core competences refer to the thinking quality and key abilities of the discipline. the foundation of a person's success includes the mastery of knowledge, thinking methods and experience accumulation. And foreign studies, since 1997, many international organizations have carried out research on the core competencies, such as the international Organization for Economic Cooperation and Development(OECD), the United Nations Educational, Scientific and Cultural Organization(UNESCO), the European Union(EU) and so on. And as Jing Wang said that in the modern perspective, the cultivation of English subject core competency is a critical part of English teaching. the cultivation of Chinese students’ core competency is also the requirement of Chinese education in the new era, so the majority of educators should pay more attention to the cultivation of core competencies. [1] Teaching strategies are a series of relatively systematic behaviors that teachers take to achieve certain teaching goals in the teaching process. With the in-depth study of English reading by domestic and foreign experts and scholars, people attach great importance to the study of English reading, and the research around English reading teaching strategies is gradually increasing. Domestic scholars such as Li Jiongying and Qin Zhijuan believe that reading strategy is a combination of implicit system and explicit program. In the process of reading teaching, teachers should teach a series of methods and skills to help students solve problems in the reading process and improve their reading efficiency. [2] Foreign research on English reading teaching strategies such as Harmer J points out some English reading teaching principles, such as reading is not a passive skill; students need to be encouraged with what they are reading; students should be encouraged to respond to the content of a reading text, not simply to the language; prediction is a major factor in reading; match the task to the topic; good teachers exploit reading texts to the fulls and so on. [3]

3. ANALYSES ON THE CURRENT SITUATION OF ENGLISH READING TEACHING IN JUNIOR MIDDLE SCHOOL
Influenced by exam-oriented education, there are certain problems in English reading teaching in junior middle school in our country. Many teachers still retain traditional teaching methods. In actual teaching, teachers still focus on basic knowledge teaching and carry out teaching according to the needs of the syllabus. As we all know, there is a big difference in the English level of different students. In order to improve the reading level of students, most teachers tend to let students do a lot of practice, and they only focus on the teaching of knowledge points, but ignore the cultivation of students’ core competencies. This is mainly manifested in that teachers pay too much attention to students' learning of the knowledge points of
the text and let students understand the basic content of the text.
Core competencies includes four elements: language ability, learning ability, cultural character and thinking quality. With regard to students' learning ability, teachers take the teaching of the basic content of the text too seriously, but neglect to teach students the correct learning method and master the corresponding reading skills. In terms of language ability, students' language expression ability is weak and cannot express what they have learned in words. In the aspect of cultural character, students' cultural background knowledge reserves are insufficient. In actual teaching, teachers relatively neglect to infiltrate students' cultural background knowledge. As for thinking quality, students relatively lack logical thinking ability, and teachers ignore the training of students' thinking ability when designing teaching activities.
In short, at this stage, the content of reading teaching in junior middle school is still limited to knowledge of language, vocabulary, grammar, etc., and there is no content that integrates the core competency requirements of the subject. Teachers' teaching content is only to teach students how to solve problems, and does not reflect the four aspects required by the core competency of the subject. How to integrate the content of the core competency of the subject in the English reading teaching of junior middle school is still a difficult problem that we need to solve.

4. THE STRATEGIES OF EFFECTIVE READING TEACHING
In order to improve students' reading ability under the background of subject core competency, we need to rely on the joint efforts of students and teachers, a large part of which requires the continuous guidance of teachers. In English reading teaching, teachers must adopt effective teaching strategies, integrate the requirements of the subject core competency into the actual teaching, so that the students can achieve greater development.
The first effective English teaching strategy is to set up the pre-reading activities. In the real teaching, teachers need to understand a truth: the students are the first, and the teachers are the auxiliary. In the teaching activities, the real main body is the students, and the teacher's role is to guide the students so that all aspects of the students can be fully developed. Similarly, in English reading teaching, teachers should focus on stimulating students' interest in reading and guiding them to participate in a variety of interesting classroom activities, so that students have a strong interest in reading. Pre-reading activities, also known as warm-up activities, are to stimulate students' interest in learning and lay the foundation for subsequent reading teaching. There are many pre-reading activities such as playing extensive reading audio, adopting layered reading training, creating the question situation, providing adequate and suitable cultural reading materials and so on.
The second effective English teaching strategy is to set up the while-reading activities. The reading activity in class is the most crucial part of the whole reading teaching. Thus, teachers not only need to teach students the most basic knowledge, but also in order to implement the cultivation of the core literacy of the subject, teachers should take into account the differences of each student, strengthen the cultivation of students' language ability, learning ability, cultural character and thinking quality. In the English reading teaching, teachers can carry out several while-reading activities, such as organizing students' role-playing activities, organizing group reading seminars, setting up word meaning guessing tasks, carrying out cultural knowledge competition and so on.
The third effective English teaching strategy is to set up the post-reading activities. In the whole reading teaching activity, teachers should not only prepare well before the class, but also focus on the reading teaching in the class, and finally pay attention to the reading teaching after the class. Carrying out post-reading activities can not only consolidate the knowledge that students have learned, but also provide students with expanded content and broaden their horizons. As for post-reading activities, teachers need to carry out detailed planning, such as letting students paraphrasing text information, sketching mind maps, carrying out follow-up writing activities, carrying out cultural storytelling activities and so on.

5. SUGGESTIONS ON ENGLISH READING TEACHING IN JUNIOR MIDDLE SCHOOL
In the English reading class of junior middle school, teachers should respect students' basic laws of language, use English reading teaching strategies reasonably, stimulate students' interest in reading, effectively help students understand texts and inspire students' positive thinking, and provide students with a variety of reading materials as much as possible to enrich students' cultural experience, and effectively improve students' language ability, learning ability, cultural character and thinking quality.
There are some advice to improve teachers' classroom teaching. First of all, pre-reading activities should take into account both fun and practicality, and stimulate students' learning initiative. When designing pre-reading activities, it is necessary to consider not only stimulating students' interest in reading, but also helping students to establish a cognitive structure linked to relevant background knowledge, so as to better improve students' reading ability. In addition, teachers are supposed to consider the individual differences of each student and teach students in accordance with their aptitude. Second, when designing while-reading activities, avoid designing activities for students to carry out without understanding the text. Even if such an activity is completed, it does not mean that students truly understand the text. The purpose of reading activities is to help students understand the text and improve their reading comprehension. For different students, it is necessary to adopt a layered reading method, which is mainly reflected in three aspects: learning method layering, homework layering and evaluation layering. Third, when designing post-reading reading activities, teachers should fully consider the receptive ability of each student, and teach students in a targeted manner based on the requirements of the subject core competencies. At the same time, it is necessary to help students to consolidate the knowledge they have learned,
and to provide students with new materials to broaden their horizons, to encourage students to actively construct their own cognition, and to change from passive learning to autonomic learning.

Another several suggestions for improving the student-centered management mechanism. First of all, from the school level, schools should improve the evaluation mechanism for students' English reading ability and formulate a set of targeted programs. English reading teaching is a long-term and complex process, and the cultivation of reading ability is a step-by-step process. In the teaching process, teachers should emphasize the student-oriented and the self-development of the students, cultivate students' reading habit and improve their reading ability through science. Teachers are supposed to consciously select reading materials suitable for students and derived from life according to the actual level of students, combined with teaching content and teaching objectives, so that students are willing to read and can feel the practical significance of reading. Secondly, from the perspective of teachers, teachers should continuously improve their professional level to better meet the needs of students. At the same time, teachers should continue to enrich the forms of classroom teaching. Through group listening and evaluating lessons, comparing the similarities and differences in teaching, and learning from each other. Moreover, teachers should modify the teaching plan according to their own classroom teaching style and the specific situation of students. All reading teaching activities must be student-oriented.

6. CONCLUSION

All in all, in order to improve students' reading level, teachers need to adopt effective reading teaching strategies on the basis of implementing students' subject core competency training. At the same time, improving reading level is not something that can be achieved overnight, but requires the joint efforts of teachers and students, because the teaching of teachers is as important as the learning of students.

REFERENCE

The Path Of Classroom Teaching Reform Under the Background Of Higher Vocational College Education Reform

Xing Wei  
Hunan Vocational College Of Commerce, Changsha, Hunan 410205, China

Abstract: With the continuous advancement of educational reform, the importance of higher vocational education is becoming increasingly prominent. In the traditional education, it seems to pay more attention to the cultivation of students in ordinary undergraduate colleges, but there is a deviation in the cognition of higher vocational education. Under the guidance of the state, more and more people see the importance of higher vocational education for the cultivation of professional talents, which makes the source of students in Higher Vocational Colleges expand continuously. At present, we should actively reform the classroom teaching mode in higher vocational colleges, so that the teaching content can meet the social demand for professional talents, so as to promote the continuous improvement of teaching quality in higher vocational colleges. This paper aims to study the path of classroom teaching reform under the background of higher vocational education reform.

Key Words: Higher Vocational Colleges; Reform In Education; Classroom Teaching; Reform Path

1. INTRODUCTION
In the new era, China's social and economic structure is facing important adjustment, and the pace of industrial transformation is gradually accelerating. In this process, China pays attention to the reform of education. At present, the educational reform focuses on the "three education" reform of teachers, teaching materials and teaching methods. Its main purpose is to comply with the development requirements of the times, promote the improvement of higher vocational education system, so as to improve the quality of vocational education. It is the talent training requirements of higher vocational colleges and can meet the development needs of society. On this basis, through the reform of classroom teaching path in higher vocational colleges, so as to promote the progress of teaching quality.

2. PROBLEMS IN CLASSROOM TEACHING IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF EDUCATIONAL REFORM

2.1 The curriculum system is out of line with the needs of vocational posts
At present, in the process of designing curriculum teaching objectives and contents, higher vocational colleges fail to realize the importance of vocational post needs. Although higher vocational colleges can see the guiding opinions of education reform, in the actual implementation process, the teaching content still uses the previous teaching materials, and the teaching content is not innovated, which makes the classroom teaching content divorced from the actual social development, and students still fail to meet the needs of the society after higher vocational education, which is not in line with the original educational intention of Higher Vocational Colleges [1]. At the same time, in terms of teaching methods, the application of new media technology stays on the surface, only uses it as the display of PPT, video and audio, but fails to tap its internal interaction, which makes the classroom teaching content boring and invariable, and it is difficult to attract students' interest in learning.

2.2 There are obvious differences in students' quality
The students in higher vocational colleges have a complex and diverse source of students, which makes there are obvious differences in the acceptance of teaching content in the process of classroom teaching. However, teachers fail to take into account the learning status of each student in the process of teaching, which makes the learning effect of students with poor foundation easier to cause students' frustration in the long-term learning process, thus showing the rejection and disgust of classroom teaching. At the same time, the students in higher vocational colleges have their own internal motivation for learning. Many students have incorrect learning attitude, so there are few cases that they can study consciously. Therefore, it is necessary to strengthen teachers' supervision over students, so as to promote the cultivation of students' learning consciousness.

3. THE PATH OF CLASSROOM TEACHING REFORM UNDER THE BACKGROUND OF HIGHER VOCATIONAL EDUCATION REFORM
In view of the problems existing in the current classroom teaching in higher vocational colleges, under the background of the "three education" reform, we should focus on the reform of teaching content. It can be divided into the following points:

3.1 Establish the dominant position of students
In the classroom teaching of higher vocational colleges, teachers usually use the spoon feeding teaching method, and students can only passively accept knowledge. Therefore, students must establish their dominant position in the process of educational reform. First of all, in the classroom teaching design, we should establish the dominant position of students in each teaching link, reform the existing teaching methods, and encourage students to actively express their ideas in the classroom. For example, instead of changing the traditional teaching methods of teachers' teaching and students' listening, the
The concept of flipped classroom is applied to teaching. Students master relevant knowledge through self-study after class, turn the classroom into a place for students to share learning results, and flexibly use the way of group discussion to enable students to actively participate in classroom teaching and give students a sufficient sense of participation [2]. While ensuring the dominant position of students, teachers should also accurately guide the learning effect and ensure the orderly progress of learning, so as to continuously improve the teaching efficiency of the classroom.

3.2 Innovative teaching content
The times are progressing, and the update speed of teaching materials can not keep up with the changes of the times, which requires teachers to actively absorb the latest industry first related concepts and achievements in the process of teaching, and integrate them into the classroom teaching content, so as to promote the matching of teaching content with the needs of career development. Higher vocational colleges should provide teachers with professional learning opportunities, and help teachers master the latest professional news through school enterprise cooperation, training meetings, lectures and other forms, so as to provide theoretical knowledge for the renewal of teaching content. Secondly, teachers should constantly improve their education and teaching ability and organically integrate professional quality education with classroom teaching, so that students can receive good professional knowledge education and improve professional quality, so as to lay a good foundation for future career development.

3.3 Teaching mode reform
With the continuous progress of science and technology, more and more new media technologies begin to be applied to classroom teaching. Different from the traditional teaching concept of higher vocational education, these new teaching models can stimulate students' learning interest to a greater extent, so as to improve learning efficiency. The new classroom teaching mode is an online education mode based on Internet technology, including Mu class and webcast course, which have become a part of the contemporary vocational education system. In particular, webcast courses, as an option in special times, enable students to receive education at home, which is loved by most students. However, the supervision effect of this webcast course on students is limited and can not grasp the learning situation of students in time. Therefore, it still needs to be improved at present. As an advanced teaching mode introduced by foreign countries, Mu class can realize the exchange of resources between famous schools, so that ordinary higher vocational colleges can also access excellent educational resources. It has a series of advantages such as large scale, openness, low cost and self-organization, and has become the teaching choice of many colleges and Universities. The application of Mu class in the classroom teaching of higher vocational colleges can break the restrictions of the traditional teaching mode and make the choice of courses more diverse. The combination of famous teachers and famous schools can ensure the teaching quality and enable the students of general higher vocational colleges to receive high-quality education. In the process of applying the new teaching mode, we should actively change the original teaching evaluation system to make the teaching evaluation content meet the actual needs of teaching, which is also an important index to ensure the teaching quality.

4. CONCLUSION
To sum up, in the context of educational reform, the reform of classroom teaching in higher vocational colleges is an important measure to meet the actual needs of higher vocational teaching. At present, many higher vocational colleges have the problem of emphasizing theory and neglecting practice in teaching, which makes the students' professional quality can not be well cultivated. Therefore, we must strengthen the education of students' professional ability and quality in the classroom. This paper advocates to carry out reform by determining the main position of students, reforming the teaching mode and innovating the teaching content, so as to continuously improve students' learning interest, make the teaching content fit with the actual needs, and create high-quality vocational education talents.

REFERENCE
Research On the Development Path Of Primary And Middle School Physical Education Teachers' Core Literacy Under the Background Of New Era

Mengjun Wu
Guizhou Education University, Guiyang, Guizhou 550018, China

Abstract: Physical education is based on the concept of "health first", that is, sports skills, healthy behavior and physical quality are the core quality of physical education. The main goal of physical education teaching is to improve students' physical quality, stimulate students' interest in learning, lay an important foundation for the study of other subjects, and fundamentally improve students' comprehensive quality. Therefore, physical education teachers should constantly stimulate students' interest in sports, so that students can get full development in the era of continuous progress.

Key Words: New Era; Primary And Secondary Schools; Physical Education Teacher; Core Literacy

1. INTRODUCTION

In the highly developed social economy and information age, "core literacy" is gradually paid attention to by primary and secondary school physical education teachers. Traditional PE teaching methods cannot adapt to the development of education. In addition, the physical and mental quality of students is in an important period of growth, but the overall quality is relatively low.

2. CULTIVATION METHODS OF PRIMARY AND SECONDARY SCHOOL PHYSICAL EDUCATION TEACHERS' CORE LITERACY UNDER THE BACKGROUND OF THE NEW ERA

2.1 Professional standards for PHYSICAL education teachers

Professional identity in education is the recognition of teachers' views, behaviors and attitudes. It sets up the professional ethics of teachers. The belief of physical education teacher to core quality is based on ability and quality. Standards are the driving force for the growth of physical education teachers and gradually form a high level of professional quality. Under the background of the new era, physical education teachers should carry out activities about the development of core literacy, such as teaching ethics, belonging, professional ethics and identity, and exchange opinions and experience with students.

2.2 Attach importance to teachers' self-evaluation

The core accomplishment of physical education teachers not only depends on their main activities, but also depends on self-analysis in practical education, so as to deepen, enrich and develop educational content. The starting point of professional reflection is the teaching practice of teachers and the theoretical basis of other excellent teachers. Conduct in-depth research on other excellent athletes and educators, classify and analyze the educational concepts and research results of special groups, compare them with their physical education, find out the gap and conduct self-evaluation.

2.3 Professional consciousness

First of all, the professional self-consciousness of physical education teachers means that they have a clear understanding of the goals, fields, strategies and results of professional activities, actively understand the value of teachers' work and take the initiative to participate in teachers' work. On the premise of focusing on teaching quality, adaptability and continuous improvement, various problems are solved scientifically and reasonably, and the quality of education is improved through teachers' personal thinking [1]. Form the cycle of "professional identity - professional thinking - professional awareness", gradually adapt to the dynamic development process, and complete the basic training of high-quality teachers.

3. THE IMPORTANCE OF CORE PHYSICAL LITERACY IN PHYSICAL EDUCATION TEACHING

3.1 The significance of PHYSICAL education

Both parents and teachers want their students and children to develop well. However, this "hope" also brings great pressure to the child, causing serious psychological problems and leading to the child's refusal to communicate with others. They are more sensitive than other normal children who refuse to communicate. If they encounter difficulties, their ability to solve problems and bear will be relatively poor. Some children even commit suicide. Many of these problems come from parents and teachers. Some parents do not actively communicate with students and education, resulting in children's psychological problems. Sports give children a proper outlet for their emotions. So that they can get rid of negative emotions and behaviors. Science improves relationships with other students. Parents can also often take their children to exercise and relax. Therefore, sports can promote students' physical and mental health very well.

3.2 Core sports literacy

There are many elements in sports that promote student development. Teachers should help students master correct motor skills and methods. In addition to the problems and setbacks encountered in sports, they should also have the courage to face and solve these problems and
setbacks, so that students have correct values and firm faith in life. When children exercise, no matter what problems they encounter, they can solve them positively and enthusiastically. If they encounter problems and obstacles in the future, they will confidently and proactively solve them, thus overcoming difficulties. This is the spirit and quality of sports, which will benefit students throughout their lives.

4. SPIRITUAL DEVELOPMENT OF PHYSICAL EDUCATION TEACHERS
The development of physical education teachers focuses on improving the quality of the subject, which involves a wide range, the most important is the core quality of teachers, which determines the direction, nature and quality of teachers' work. Therefore, the cultivation of discipline core literacy is an important prerequisite for teacher development. As a physical education teacher, the main task of education is to improve students' physical strength, improve their physical and mental function, expand their psychological vision, and let students participate in the hard study and life [2]. Therefore, the psychological state of PE teachers has different influences on students.

First of all, physical education teachers must constantly cultivate political thought, have a higher political quality, for the development of the subject core quality to lay a solid foundation. Teachers must cultivate their noble character, which is one of the core qualities of cultivating physical education teachers' moral values. This is especially important for physical education teachers. Education must be carried out in strict accordance with the moral code system, combining individual freedom with core literacy, giving full play to the communist moral theory and the collective interests and social interests under the core literacy, and reasonably dealing with the relationship between the two.

5. POTENTIAL DEVELOPMENT OF PHYSICAL EDUCATION TEACHERS
With the development of society, the society attaches more and more importance to education, the demand for talents is growing, and the national quality is getting higher and higher. Physical education teachers shoulder the glorious mission endowed by the society and the Times. The core accomplishment and values of PE teachers are the new strength and solid foundation of PE teaching. In order to achieve this goal, physical education teachers must adapt to social needs and fully tap their own potential.

First of all, PE teachers should become the main driving force of PE teaching reform, and pay attention to the quality of basic subjects to improve the quality of basic subjects. As a physical education teacher, he has the right, ability and qualification to complete the main task of the reform according to the core professional accomplishment. Introduce the new idea of physical education teaching, promote the reform of physical education teaching, take the reform of physical education as the development direction of physical education teachers. Therefore, the development of primary and secondary school physical education teachers with professional quality as the core should actively participate in the educational reform, strive to open up the only way of physical education teaching, become the forerunner of socialist education modernization, keep pace with the Times, do the leader of the cause of physical education.

6. SUGGESTIONS ON IMPROVING THE CORE QUALITY OF PE TEACHERS IN PRIMARY AND SECONDARY SCHOOLS
Physical education teachers must have correct values and excellent basic qualities. Only their love of sports can lead students to develop good sports habits. At present, physical education is not the only sport discipline. Many subjects are related to physical education. If teachers focus only on sports, they are not qualified teachers. Therefore, physical education teachers should pay attention to improve their professional level and cultivate their own cultural skills. Do not pursue traditional education too much, should have independent innovation ability, constantly learn new things from the outside, enrich themselves, provide students with new knowledge, improve their own core literacy, the future of students depends on teachers, if teachers do not fulfill their responsibilities to students, students will have a serious impact on the future. Therefore, teachers should communicate more with students to help them solve various problems and improve their sports skills.

7. CONCLUSION
Physical education in primary and secondary schools plays an important role in the whole education system and plays an important role in improving students' comprehensive quality. The cultivation of teachers' core literacy is one of the basic elements of educational objectives, especially under the background of basic knowledge curriculum reform. Therefore, the development of primary and secondary PE teachers' core literacy fundamentally determines the overall quality and efficiency of PE teaching, which is crucial to the development of PE teaching.

REFERENCE
Exploring the Creation of Thematic Paintings in the Context of the New Era

Min Wu
College of Arts, Anhui University of Finance and Economics, Bengbu, Anhui 233000, China

Abstract: In the context of the new era, the creation of themes in painting is a topic worth exploring. Looking back on our country's literature and art in the past hundred years, it is not difficult to find the importance of literature and art to social development. Of course, we should also view the relationship between literature and art and politics correctly. It is because of this that the thematic creation of painting art should be paid more attention to and discussed. Then how to create works that are popular and meet the requirements of the times is also a problem that needs to be solved under the current environment of painting art creation.

Keywords: New Era; Thematic Painting Creation; Painting Art

1. INTRODUCTION
As an ideology that witnesses the development of the times and reflects the prosperous development of national culture, painting art plays a very important role in promoting excellent traditional culture and has certain contemporary and social characteristics. "In 2014, the general secretary stressed at the symposium on literature and art work:'Adhere to the people-centered creative orientation and create more excellent works worthy of the times'" [1], which has also become the goal of painting art creators. In recent years, the state has strongly supported the work of painting art creation and carried out a series of thematic creation activities, such as "Shengshi Art Creation and Art Works Exhibition", "Poverty eradication Thematic Artistic Creation of Poverty Alleviation", "The Exhibition of Painting and Artistic Works on the Theme of Anti-Epidemic", "The Exhibition of Painting and Artistic Works on the Theme of Glorifying the Motherland and 100 Years of Splendor", etc., in which A large number of excellent works emerged, such as Wang Shuangyong's "The Trumpet of Dawn - Battle of Qingfengdian", He Haixia's "Ode to Yan'an", Shi Lei's "The Battle of Shaanxi", Chen Chengqi's "Liberation of Shijiazhuang", Fu Fengming's "TrIBUTE! the Adversary", "Jixia Village - Gengzi Summer Harvest" and so on. These works all have one thing in common: they are people-centered, with the spirit of the times and the spirit of humanity, eulogizing the great era with romantic strokes. the people-centered painting art creations that are in line with the times will definitely be accepted by the people.

2. LITERARY AND ARTISTIC STYLE UNDER THE LEADERSHIP OF THE (-) OF CHINA
Before the leadership of our Party, literature and art basically existed to serve the ruling class and cater to the aesthetic interests of the ruling class and the aristocracy. However, the literary and artistic order of thousands of years was broken by the (-) of China, and literature and art no longer served the ruling class but served the people, creating works of art that were loved by the people. the working people also became the creators of art, and the works they created were fed back to the people again, and so on, showing the vigorous vitality of the people's art. As the most central and significant theoretical achievement of the ization of Marxist literature and art theory, the important thesis of the people's view of literature and art has been accompanied by changes in the historical context in China over the past hundred years, from the distinctive bottom of (-)'s "Speech at the Yan'an Conference on Literature and Art" in the 1940s the people's literature and art theory of serving the workers, peasants and soldiers, to the people's literature and art theory of serving the people and socialism in (-)'s discourse on literature and art in the late 1970s and at the beginning of reform and opening up. Since the 21st century, the "people's theory of literature and art in the General Secretary of the New Era of Socialism with characteristics" presents the historical process of the formation, enrichment and development of people's view of literature and art in Marxist theory of literature and art. " [2]

3. THE RELATIONSHIP BETWEEN LITERATURE AND ART AND POLITICS
The relationship between literature and art and politics has always been close and complex. From 1923 to 1927, the Party emphasized the importance of the guiding position of the ideological field for the Party, "and the understanding that cultural leadership must be grasped in the revolutionary cause, etc. In 1929, the (-) Central Committee decided to set up a "Cultural Working Committee" under the Central Propaganda Department in 1929 to play a role in public opinion in conjunction with the revolutionary movement and armed struggle. "The reason why the early communists attached so much importance to the Party's leadership of literature and art was that they knew that literature and art had a great role to play in the dissemination of ideas, and that literature and art works had a role in understanding, reforming and educating people, and could not only give them beauty but also enlighten their minds. In those days, few people could really read and write, so how to make the communist ideology penetrate into the hearts of the people and make the general public form a wide range of recognition was essential to the help of literature and art works, especially paintings and art works. Although the people's ideology of literature and art was established between 1924 and 1929, the role of literature and art in politics was given too much importance and the artistry of literature and art itself was neglected. After 1949, new changes took place in literature and art, and the aesthetic and artistic nature of literary and artistic
works were also emphasized and put on the same level as the political and social nature of artistic works, and (-)'s Speech at the Yan'an Symposium on Literature and Art also said that attention should be paid to the special nature of literary and artistic issues, and that a liberal and free creative environment should be given to literary and artistic workers, and that art should not be allowed to have only one One form, one style. After the implementation of this policy, many excellent literary and artistic works soon appeared, especially paintings such as Luo Zhongli's "Father", Dong Xiwen's "Founding Ceremony" and Wang Shikou's "Join the Army", which reflected the revolutionary struggle and the life of workers, peasants and soldiers as well as the founding of New China. In the late 1970s and early 1980s, China's art and literature reached a new peak when (-) gave two talks on art and literature in 1979 and 1980, respectively. (-) gave two talks on literature and art in 1979 and 1980 respectively, and proposed that politics should not interfere with literary creation and criticism, which opened a breakthrough for the emancipation of the literary and artistic community.

The Internet entered people's lives in the 1990s, which once again raised the creative productivity of artists and elevated the artistry, regularity, and aesthetics of artworks to an unprecedented level, while the influx of more and more different cultures with the reform and opening up the trend of "depoliticization" also became a trend, and artists no longer cared about politics, but instead expressed their personal feelings, wrote about their own sorrow and happiness, and detached themselves from the people.

In the new era, the connotation and extension of politics have changed in the new historical context, and the nature and characteristics of politics have also gradually transformed. General Secretary pointed out in his speech at the symposium on the work of literature and art that "the spirit is the soul of socialist literature and art, and there will be no lasting inspiration and passion for literature and art when it is shut up in the ivory tower" [3]. Art creators should make it their primary task to create works of art that reflect the life of the times, promote positive social energy, and create works of art that are pleasing to the people, rather than detaching themselves from the public and from reality. Art works without the power to extract material from the actual life, just like trees without soil, fish without water cannot live for a long time, such works are not destined to succeed and will not be accepted by the people.

4. HOW TO CREATE THEMATIC PAINTINGS IN THE NEW ERA
Thematic painting creation is an urgent problem in the current art creation environment. As a painting art learner, not only our painting skills should be constantly improved to follow the changes of the times, but our aesthetic interest and ideology should also follow the changes of the times.

4.1 Take root in real life and dig out painting materials
Art comes from life. Without the participation of reality, the creation of painting art will have no soul, and the picture will be hollow and uninteresting. A truly excellent painting art work should not only reflect the reality of life but also incorporate one's own emotional experience to achieve the realm of "unity of form and spirit". In today's rapid development of the Internet, the network has become an important window for us to understand outside information and explore the world, those touching, thought-provoking and emotional deeds can become the material for our paintings, such as the heroes who fight against epidemics at the front line, the scientists who work day and night to develop vaccines, and the ordinary people who cherish life and work together to rescue animals. These are the sources of our creativity. Countless excellent works of art in history are rooted in real life, and only in this way can they share the same fate with the times and resonate with the audience.

4.2 Improve cultural cultivation and spiritual cultivation
Art cannot be called art without artistry and aesthetics, so where does its aesthetics and artistry come from, besides testing the creator's painting skills, it also tests the creator's cultural and spiritual cultivation. If the creation of painting art only digs material from life without sufficient cultural and spiritual cultivation to enhance the mood of the picture, then the painting is just a pair of pictures. Therefore, we should continue to learn advanced creative concepts, follow the pace of the times, understand the excellent traditional culture, learn the excellent cultural character, so as to create a "spirit" of the painting art works, and in this way, we can express the spirit of the times.

5. CONCLUSION
In these 100 years, it is under the leadership of the (-) of China that our arts and culture have been able to come to life and show amazing life. China's arts and culture are becoming more and more flourishing, and the art of painting is also playing a huge role under the leadership of the Party. We as painting learners should also follow the trend of the times, constantly improve our painting level and spiritual quality, strive to become an artistic creator with excellent quality, meet the requirements of the times, create excellent works that meet the aesthetics of the people, and contribute to the manifestation of the national spirit!

REFERENCES

ACADEMIC PUBLISHING HOUSE
The Use of Fibre Weaving Art in Decorative Painting

Bin Xi
Jiangsu Maritime Institute, College Of Arts And Humanities, Nanjing 211100, China

Abstract: In recent years, with the continuous development of society and the rapid improvement of economic level, people have also put forward higher requirements for material and cultural life. Especially in the construction industry, interior decoration design is also constantly catering to today's fashion trends and creating decorative designs that meet the aesthetics of contemporary people. Woven fibre art, as one of the oldest national decorations, has a natural beauty of its own and is becoming more and more widely used in today's decoration, whether in interior spaces or in public environments. Based on this, this paper will give an overview of the art of fibre weaving, and then analyse the aesthetic characteristics of fibre weaving and discuss its application in interior spaces, in the hope of providing a reference for those involved.

Keywords: Fibre Weaving; Decorative Painting; Application

1. INTRODUCTION
In the development of modern interior design, people not only have a new view on the practicality of products, but also put forward higher requirements on the aesthetics of home decoration. Whether the performance of decorative objects meets their own quality of life, whether the texture and touch of decorative objects meet their own taste requirements, has become a problem for most consumers to think about, which requires designers not only to combine the current trend of the times, but also to carry out the design of decorative objects on the premise of meeting the needs of consumers, in the design process to go through multi-level thinking and analysis, and then create a deeper understanding of modern beauty the work of art

2. OVERVIEW OF THE ART OF FIBRE WEAVING
The art of fibre weaving has a long history, dating back to the earliest times. With the rapid development of science and technology and human spirituality, mankind has evolved from making fibres from various natural materials to using science and technology to develop chemical and mineral fibres that can be used to make everyday objects, making our lives more and more convenient, in other words, the history of fibre weaving has kept pace with the technological development of human civilisation [1]. At the same time, the art of fibre weaving in China carries with it the emotional attachment of people to the endlessness of life, and has the title of "weaving the earth and the sky". In the process of hand weaving, the essence of which is to create a cultural environment in space that allows people to feel the presence of an individual, closely linked to life, the art of weaving has evolved over time to meet the requirements of a modern outlook, and is widely used in areas such as clothing, accessories and home decoration.

3. AESTHETIC CHARACTERISTICS OF FIBRE WEAVING
3.1 Material beauty
There is natural beauty in the materials used for fibre weaving, and most natural materials are used in the early stages of weaving, with the differences in different materials presenting different aesthetics. Among the common natural materials, for example: bamboo, willow, hemp, rattan, etc. has a rustic, pure beauty, while man-made fibre materials with a kind of flexible beauty, for example: cotton, wool, hemp, etc. brings the relevant experience feeling. In the use of these materials, designers and artists think and research through their own different views on materials, breaking the limits of traditional materials and creating more use of materials to bring out the beauty that exists in weaving itself. This gives the art of fibre weaving a rich aesthetic value.

3.2 The beauty of texture
The art of fibre weaving creates different texture forms on the surface of the material through different processing, organisation and shaping of the material. In the weaving process, the texture pattern formed by itself is uneven, visually reflecting a special texture, while the formation of its own staggered beauty, so that people feel good inside; the relationship between the existence of sparse and dense fibres to form a sense of relaxation and tension between the rhythm; between the detailed and rough texture gives people a sense of beauty in the sense of touch; between the texture of the arrangement of orderly, clear together to form a A strong sense of order.

3.3 Colour beauty
Fibre weave itself with natural material colour, its colour will show the natural beauty of the material, while man-made fibres give a soft beauty, itself delicate and rich [2]. In the process of weaving art design, designers can use the adjacent colour language to create an overall colour expression that is more in line with contemporary requirements, and carry out colour contrast and other ways to construct a strong space and a strong effect of decorative objects.

3.4 Spatial beauty
The interweaving of art forms "gaps" in the process of interweaving, making it possible to form a special beauty of space art in a two-dimensional plane, giving people a visual sense of "breathing". In three-dimensional space, the texture of the ornament and the contours of the weave bring out the spatial beauty of the painting. In many cases, the woven art of weaving presents the organisation of fibre texture in space, a space between two and three
dimensions, and a spatial beauty that is unique to the woven art of fibre itself.

4. THE DESIGN CONCEPT OF FIBRE WEAVING IN DECORATIVE PAINTING

In the development of modern interior design, there is a natural beauty in unprocessed rattan or bamboo products, which can give people a sense of freshness, while these materials are durable in the production of furniture, revealing their own unique temperament in the process of use, so that people inevitably fall in love with its use. Interior design aims to orderly plan the functional properties, functional style and aesthetic orientation of woven art, which is also a pursuit of high quality of human life. the following will explain the design conception of fibre woven art in decorative painting from three aspects.

4.1 Conceptualisation of materials
In the early stages of decorative painting design, the designer must conceptualise the design according to the customer's needs, and draw a corresponding sketch design, before analysing the use of its materials and designing the decorative painting work. the decorative paintings made by using the art of fibre weaving give people a feeling of good quality visually, and are soft and comfortable to the touch, improving the quality of life.

4.2 Pattern conception
The pattern of the decorative painting should be designed in conjunction with the consumer's interior decoration style, to match the space, the pattern should not be too complex, easy to give people a dizzy feeling visually, it is difficult to play the purpose of decoration, and at the same time make the consumer can not accept. In the pattern selection of decorative painting, not only should the design be combined with the consumer's perspective, but also with the characteristics of the fibre itself, starting from the traditional pattern, which not only meets the trend development trend, but also develops the culture of fibre weaving art, and uses the gradient and flat arrangement form, which looks simple but rhymes, and improves the consumer's taste in life.

4.3 Colour conception
The choice of colours should also be taken as a simple colour scheme, to bring a touch of vitality to the space, to play the effect of embellishment, and to harmonise with real life. Note that the use of colour should be appropriate, not too strong, to enrich the visual effect of people, but also to relieve people's visual fatigue, so that people in the decorative painting embellishment, the heart flow of the warmth of life, no matter what the situation to see the decorative painting, can not help but stop to appreciate it, so the decorative painting in the colour concept, to master the law of matching similar and contrasting colours, and at the same time to meet the principle of matching.

5. CONCLUSION

As the pace of the new era continues to accelerate, people are demanding more and more in the interior space, and the pursuit of material life has increased. Interior decoration design, the art of weaving into it, through the use of in the colour, structure and materials and other ways, the decorations become more quality [3]. Therefore, in the process of interior decoration development, we should focus on combining the use of fibre weaving materials, combining the compilation materials with the social background, carrying forward the traditional culture, and digging out more artistic expressions in it, while constantly innovating to create works that can reflect the modern pursuit of life attitude and meet people's physical and mental needs.

REFERENCES

Development Trend Of International Pedagogy Research

Wenjing Xiang, Wei Han
Palacky University, Olomouc, Czech Republic, 77147, Czech the Republic

Abstract: With the continuous development of education and the increasingly close international educational exchanges, great changes have taken place in the study of education, mainly reflected in the trend of research expansion, interdisciplinary integration, the new normal of research and so on. International Education conference is carried out in the world, its purpose is to provide a communication platform for experts worldwide, mainly in the form of papers, reports, discussion groups and so on. In the following part, the development trend of international education research will be analyzed in depth, so as to provide enlightenment for education work.

Key Words: International; the Pedagogy; the Development Trend

1. THE BOUNDARY EXPANSION OF PEDAGOGY RESEARCH

The international Education Conference covers a wide range of issues, including hot education issues such as teacher professional development and classroom transformation. In the analysis of campus security issues, we can adopt legal compulsory response, use quantitative research methods to explore academic plagiarism, investigate the attitude of plagiarism citation, put forward strategies, design topics for students, from initiative to implementation, to provide protection for students. Conference research not only stays on hot issues, but also begins to pay special attention to some marginal issues, which reflects the expansion of the boundary of pedagogy research [1].

2. PEDAGOGY STUDIES INTERDISCIPLINARY INTEGRATION

The development of academic fields will not only break the balance of disciplinary boundaries, but also make the boundaries between disciplines become more and more blurred, and the trend of new disciplines' intersection and melting appears. the international Conference on Education has positioned itself to promote academic research by experts in different fields, and has set up different integrated themes. the attention paid to it reflects the development of this trend [2]. the integration of fields is manifested in the integration of content and research problems. the integration of multiple disciplines forms educational management, and each branch is different. For example, science, mathematics and other disciplines are integrated, the relationship between women and their career paths is analyzed, and the curriculum activity design method is proposed to meet the needs of modern society [3].

Some scholars believe that the paradigm of pedagogy will become more and more ambiguous in the future, and develop towards a diversified trend, which is presented in the conference report. Educational researchers believe that there should be boundary consciousness between disciplines, which is the basis of discipline equality. Under the trend of interdisciplinary exchange and melting, we should insist on pedagogy as an independent discipline and maintain its own uniqueness and legitimacy. However, discipline integration is an inevitable feature of development and also the key to development [4].

3. MICROCOSM OF PEDAGOGY RESEARCH PROBLEMS

Another trend in the international education conference is to study the microcosm of issues, mostly school, family education issues, numerical teaching rules, and the study of students' learning process. In educational activities, teachers' evaluation methods are different, so researchers' focus is no longer to require diversified evaluation of teachers, but to describe the characteristics of each evaluation method and the correct operation method. You can choose an evaluation method, build an evaluation framework, discuss it, collect relevant data, demonstrate the role of evaluation methods, and often appear in the evaluation of the problems. Different research objects have different discussion contents, which need to be explained in combination with data [5].

In the theme of mathematics education, we study calculus teaching methods, sort out common teaching methods and results, put forward suggestions for the future calculus classroom, analyze the role of teachers in teaching methods, and study knowledge evaluation. Integrate the types of answers given by students, propose coping methods, and understand the degree of knowledge mastery of students. At present, there is a new trend of mathematics education in China, the number of which needs to be increased, and the research methods need to be standardized. Scholars believe that education should be practical to provide a theoretical basis for reform. For universal problems, they start to pay attention to the transformation of practical problems and educational phenomena, through which the implementation of educational research can improve the teaching effect. Special attention should be paid to the fact that microcosm does not mean fragmentation, so we should not lose our direction. We should study and design from the whole point of view to provide inspiration for educational reform.

4. THE NEW NORMAL OF PEDAGOGY RESEARCH METHODS

As a basic issue, research method is an important content of education research. At present, China's education research is not standardized enough to be in line with international standards, and scholars lack opportunities to show themselves on the research stage. There are few publications in foreign journals, so it is necessary to
conduct research on this new normal content. International frontier literature is the basis for researchers to determine their research direction. Currently, Chinese scholars do not have enough research on it. For example: In the field of mathematics education, Chinese foreigners have made some research, and China has a certain reputation in this respect. In the Forum of Chinese Mathematics education, the editorial department headed by Chinese Americans has published some papers, which are concerned in China and belong to the frontier literature. As can be seen from the randomly selected articles, the proportion of articles in 2014 is about 20%, and the research in the past three years is more than 80%. Although there are some deficiencies, the influence is increasing.

Empirical research refers to the acquisition of data through practice, analysis of data, search for answers to questions, and data collection. After the conclusion is collected, most of the papers are quantitative research. In recent years, China began to attach importance to empirical research, but speculative research is still the main research way. In order to make the data more objective, put together the results contrast, statistical research topic, can be seen from the difference of the data of the specific conditions of the different research methods and scholars also can put forward views and lay the foundation education practice, education theory is not common in our country, result in lack of theory, views have collision, didn't get approval in the world. Now Our country begins to find the basis from the data, in the aspect of education evaluation also began to look for empirical evidence, in the construction of education theory system, from the education demand, based on real data. In this context, quantitative data processing has become the key. the focus of quantitative research lies in sampling, explaining the reasons for extraction, checking whether it is consistent with the processing method, objectively analyzing the results, and understanding the law and relationship of data results.

With the increase of empirical studies, quantitative studies began to focus on descriptive statistics and methods increased. Some researchers may misuse them, leading to data bias. For example: in the regression analysis, the method is used incorrectly, the regression analysis must meet the hypothesis conditions, and then the analysis is performed after the test. However, many researchers did not mention the conditional test. Secondly, the relationship between sample size and independent variables was also mentioned. Researchers failed to determine the actual number and only mentioned the number of schools from which the personnel structure was unreasonable. Researchers must master the conditions for using data analysis methods and analyze data on the basis of satisfying the conditions to ensure the results. the result analysis is not only to report the values, but to analyze the relationship between the data and the law. Verify as well as interpret, find problems and conduct research.

Understanding the new normal of international pedagogy and making a correct interpretation can make Chinese educational researchers have more right to speak.

5. CONCLUSION
As can be seen from the above, while strengthening international exchanges, speeding up opening-up and reform and carrying out field cooperation can improve China's overall education level. Only by drawing lessons from the successful educational experience in the world and promoting the development of China's educational cause, can China improve its influence in the world and have the right to speak. Nowadays, the internationalization of education research has become an important research topic. It is the new normal to pay attention to the hot issues of international education research, which can lay a good foundation for China to move towards the international education stage and is the key to China's education reform.

REFERENCES
Application Of Micro Courses In Distance Education Of Open University

Jiliang Xing
Xingtai Open University, Xingtai, Hebei 054000, China

Abstract: the Open University is a teaching model with great development potential, which is conducive to the construction of a learning society. In view of this, the author will elaborate on the development status of distance education in the Open University, the connotation of micro-courses and the application of micro-courses in distance education in the Open University.

Key Words: Open University; Distance Education; Small Class

1. INTRODUCTION
Open University distance education is convenient, flexible and personalized to meet the needs of medium and long term education reform and development in China. The formulation of this scheme accords with the basic law of social information development and is worth popularizing. Distance education in Open University is developed on the basis of traditional distance correspondence teaching in China. Open University distance education realizes online multimedia teaching, breaks through the traditional time and space limitation, and effectively promotes the construction of learning society. The micro course is an advanced teaching method first emerged in the United States, and its influence has spread rapidly around the world. In just a few years, it has become the best online teaching method in the world. Microcourses have been widely promoted and applied in compulsory education and other education in China, and gradually become an important application method of distance education in the Open University.

2. DEVELOPMENT STATUS OF DISTANCE EDUCATION IN THE OPEN UNIVERSITY
After the reform and opening up, due to the combination of work and study, flexible learning, provides a large number of outstanding talents for the society. In recent years, correspondence education has been gradually declining due to the increasing demand for talent quality and the rapid development of higher education and higher vocational education. The arrival of information age provides a new opportunity for the development of correspondence education in China. Modern Open University distance education is based on correspondence education, using computer network technology, making the traditional correspondence education become the vanguard of modern education, using network multimedia technology to carry out teaching, making great changes in teaching methods. The introduction of the outline has greatly promoted the development of distance education in Open University. As the Open University is a flexible, efficient and convenient personalized education method, it plays a positive role in promoting the construction of a learning society. With the rapid popularization and development of network technology in China, Open University distance education can spread educational resources to every corner of the society through the network, so that everyone can learn and everywhere can learn. This content has been paid more and more attention by distance education of Open University, and has become one of the important teaching objectives of distance education of Open University, to build a learning society. With the rapid development of 4G mobile phone network, the coverage of distance education in open universities is further expanded. Through network technology, people can be freed from fixed teaching places and can conduct personalized learning anywhere, thus improving the quality and promotion level of education. The three-dimensional network structure of Internet and mobile phone interconnection technology can not only satisfy people's thirst for knowledge, but also meet the needs of modern society. With the increasing social competition, people pay more and more attention to learning, attach more and more importance to distance education as a high-quality teaching platform, and actively participate in the distance education of Open University, thus promoting the development of distance education of Open University. In the distance teaching of the Open University, the implementation of micro courses is more consistent with the application characteristics of mobile Internet devices, so that people can better adapt to the fragmentation, miniaturization, spiritual activation and intelligent online autonomous learning, thus further expanding the network teaching approach of the Open University. At the same time, the Open University is a flexible, efficient and convenient personalized teaching method, which can effectively promote the establishment of a learning society in China. Along with the progress of science and technology, remote education can Open University education resources through the network is spread to every corner of the society, and make the outline of the proposed the goal of everyone, everywhere can also brought to the attention of the Open University of distance education, Open University and become one of the important teaching method of the application of remote education. Micro-course is a series of vivid and interesting teaching and learning activities centered on specific knowledge and teaching links in and out of classroom education and teaching with video as the main media. Micro course is a new teaching method, which has short teaching time, little content and small resource capacity. Micro courses are highly targeted. Students can carry out targeted learning according to specific learning content, so as to achieve better learning effect.

3. THE CONNOTATION OF MICRO COURSES
3.1 Teaching characteristics of micro courses

ACADEMIC PUBLISHING HOUSE
In terms of teaching, micro-course is a kind of teaching resource that can realize micro-learning and mobile learning. Micro learning refers to the targeted selection of learning content in the learning process, through miniaturization, fragmentary, fragmentary learning way, and through a large amount of time to achieve systematic learning tasks. With its small features, micro courses can be studied on a computer or exchanged on a mobile phone via wireless network technology. Micro-course is a new teaching method, which tends to be loose and fragmentary in its application. However, in the selection of content, we must correctly grasp its curriculum concept and ensure that it will not deviate from the normal curriculum system. Although part of micro-courses cannot be called "courses", a series of micro-courses must cover the content of the whole course to meet students' comprehensive requirements for knowledge [1].

3.2 Media technology characteristics of micro courses
The miniature course with video as the main medium is an important embodiment of the characteristics of contemporary multimedia technology. Micro course has the advantages of strong pertinence and small teaching courseware, which is suitable for the information transmission characteristics of people in the present era. Due to its own characteristics, it can facilitate personal communication and exchange, in line with the concept of open, independent and sharing in today's information society, suitable for mobile multimedia terminals such as mobile phones, tablets. Through the content characteristics of micro curriculum can be divided into two categories: resource attribute and educational attribute. Micro-course is a kind of video teaching resource aiming at teaching, whose content design often contains a relatively complete knowledge unit, so that learners can learn in different learning environments according to their own needs [2].

4. APPLICATION OF MICRO COURSES IN DISTANCE EDUCATION IN THE OPEN UNIVERSITY
4.1 Design principles of distance education micro courses in the Open University
The design of micro-course is highly free from the constraints of teaching methods and content. To improve its teaching quality, the following two aspects must be kept in mind.

First, we should grasp the learning characteristics of students, establish an effective learning network, and teach them how to learn. Mini course accord with the outline of basic idea of the construction of learning society, it can make students to make full use of its own fragmented time for autonomous learning, and so on the design of the teaching content, must grasp the continuity of the whole teaching system and systematic, to ensure that students in constant learning and accumulation, can grasp the complete knowledge.

Second, in teaching, we should adhere to the concept of "student-based", that is, one student-oriented, emphasizing students' subjectivity. Students' autonomy and initiative are important factors to determine students' learning.

4.2 Construction of distance education micro courses in the Open University
At present, the colleges and universities of the Open University course construction has become the current distance education institution is an important practical subject, in the implementation of the Open University of distance education courses in the process of, must insist on more than a few requirements, at the same time to fully grasp the students' knowledge structure, cognitive characteristics and learning habits, for recording of the course. Video teaching in the teaching process, should follow the requirements of the teaching syllabus, do a good job in topic selection, design, preparation, recording, processing, modification and other work, and upload to the Internet through the teaching resource sharing platform. In the teaching process, teachers should pay attention to the network interaction and communication with learners, and make use of the advantages of distance teaching to provide students with a better learning environment. Teachers should also organize learners to discuss and communicate content and establish high-quality online teaching classes to ensure the learning quality of students. Meanwhile, they should find the advantages and disadvantages of students in the learning process and carry out targeted teaching.

5. CONCLUSION
In short, the course is a kind of very effective teaching method, its application in open distance education at the university of makes sense, in order to make the Open University of distance education to keep pace with the Times, to promote the construction of a learning society in our country, the Open University of remote education unit must pay attention to the development and design, so as to guarantee the quality of teaching.

REFERENCES
Abstract: In the development of market economy, employee autonomy is expanding. Research on the relationship between leadership style and employee performance and its adjustment can promote the better development of enterprises. The relationship between leaders and employees is an important issue that managers pay attention to. The development of both sides cannot be separated from joint efforts, and leadership style will affect employee satisfaction. In the following, in-depth analysis will be made on the relationship between employee satisfaction and job performance and leader's leadership style, so as to study the mediating variables of the relationship between the two.

Key Words: Employee Satisfaction; Job Performance; Leader; Leadership Style Relationship

1. INTRODUCTION

Leaders inspire subordinates to complete tasks, and leadership style will affect the work atmosphere and performance. Through the research on introverted leadership, it can be found that introverted leadership is directly related to employee performance, which can lead the development of the team and is of great help to the development of individuals within the team. Leaders should increase research on leadership style, strengthen interaction between teams, tap individual potential, help and promote each other with other members, and give full play to team strength, which can improve employee satisfaction.

2. ASK QUESTIONS

With the development of society and economy, more and more people start their own businesses to realize their personal value in this way. As a result, team and entrepreneurship cannot be separated. Studies on leadership character are increasing and attention is paid to the influence of leadership behavior on the team. In practice, there are many unpredictable factors, may lead to a correct understanding, under the perspective of employee satisfaction, according to the positive role and negative effect were discussed, on the other hand, there is a third party variables influence on it, such as: environmental factors, human factors, etc., to illustrate the results.

3. ANALYSIS OF THE IMPACT OF DIFFERENT LEADERSHIP STYLES OF INTROVERTED LEADERS ON EMPLOYEE SATISFACTION

3.1 Overview of relevant research

Scholars at home and abroad have consistent results on the relationship between leadership style and job performance, and the two are correlated. In the study of transformational and transactional leadership styles, the results show that both styles can improve employee performance. From the research on employee satisfaction and leadership style, it can be found that good leadership style can play a positive role in improving employee satisfaction. In the development of enterprises, they should adjust their leadership style according to the actual situation. In the research results, both transformational and transactional leadership can make employees have higher satisfaction, and transactional leadership has a more obvious positive effect, which is the predictor of employee satisfaction [1]. In terms of research methods, there are theoretical research and empirical research, among which, theoretical research is the main direction. Empirical research is conducted around employee satisfaction, mostly in the form of questionnaire survey. As for the design standard, there is LPC scale, which later became the basic model of research. It measures leadership style by measuring leadership behavior. The disadvantage of the scale is that it is based on the background of developed countries, and whether it can be applied to China remains to be verified. From the perspective of employee satisfaction, it can improve employee performance, which is a positive correlation, but it also has a negative impact style. Paternalistic leadership style is a typical example of negative impact from the Chinese society. In this atmosphere, discipline and authority are the main factors, while silence is gold in China. It will have an impact on employee satisfaction and employee work attitude, which is negatively related to job performance [2].

3.2 The impact of transformational leadership style on employee satisfaction of introverted leaders

Introverted leaders are a kind of transformational leadership style. Compared with extroverted leaders, they are not good at making speeches. In order to maintain the status quo, improve employee satisfaction and work performance, they will take various measures to motivate employees. First of all, we should analyze the needs of employees, set work goals for them according to their situation, and urge them to complete work tasks. After meeting basic needs, job satisfaction will rise, which can maintain the stability of the organization and expand its influence. In theoretical research, it can be found that transformational leaders are of great significance to the improvement of employee satisfaction, and employee efficacy as a medium has a great influence. Practice shows that the level of self-efficacy of leaders is positive to transformational leadership style, which can play an
incentive role. Taking it as a measuring stick, enterprises are evaluated to study its impact on employees' job performance from the perspective of employee satisfaction [3]. Some studies on the relationship between the two suggest that the individualized care of transformational leadership style can play an incentive role, employee satisfaction can be divided into internal and external, which can predict employee development and explain the variation of satisfaction. Introverted leaders pay more attention to details and have higher requirements on employees. By analyzing the needs of employees at different levels and tapping their potential from a macro perspective, they can improve employee satisfaction.

3.3 The impact of transactional leadership style on employee satisfaction

Introverted leadership, as a transactional leadership style, is better than extroverted leadership in terms of motivation. The relationship between introverted leadership and employees is focused on training. Introverted leaders may have shortcomings in dealing with emergencies, but they are good at cultivating harmonious relations, keeping a small distance between them and employees, and have an advantage in interpersonal relations. In order to achieve organizational goals, they will help each other and give full play to team cooperation [4]. Transactional leadership mainly improves employee satisfaction through emotional identification, and can achieve goals and establish cooperative relationships on the basis of minimizing losses. Employees' trust in their leaders can strengthen their sense of belonging and improve work efficiency. From the study of leadership style, we can know that transactional leadership style can better tap the potential of employees, stimulate their sense of value, and maximize the level of work performance. In this style, tasks are assigned according to the characteristics of employees, and recognition is obtained by meeting their basic needs, which can make the development of enterprises more stable and expand their influence.

4. BASIC CONCLUSIONS

4.1 Pay more attention to depth

Combined with the results of the investigation on the prediction, introverted leader will become the future business leaders, research shows that introverts are good at handling with the relationship between the employees, than with traditional export-oriented leadership, will abide by the rules and regulations to manage employees, to improve the staff's work enthusiasm, have a certain advantage in the personal development. Different from extroverted leaders, introverted leaders collect information more carefully, focus on improving the quality and depth of information, and make rational and correct decisions. Introverted leaders are more alert and cautious in making decisions.

4.2 Good Listener

In practice, introverted leaders are good at listening. They can mobilize employees' emotions, listen to their ideas, pay attention to details, and obtain a lot of information from them. Introverted leaders mostly act as team facilitators, not decision-makers.

4.3 Calmness and peace

Introverted leaders plan important work in advance. They are emotionally stable, less affected by external influences, able to resist interference, make decisions after careful consideration, and able to keep their heads clear and respond in noisy situations.

5. CONCLUSION

As can be seen from the above, different leadership styles have different influences on employees in practical work. Insufficient innovation of introverted leadership and too single leadership style will limit the growth of team performance. The combination of extroverted and introverted leadership styles can help solve problems, improve employee identity and understand customer needs, and improve team productivity while achieving team goals. The choice of leadership style is very important. Interaction within the team and giving play to the value of employees can promote the sustainable development of individuals and the team.

REFERENCES

Research On the Representation Of Portrait Art Elements In Modern Costume Design

Tingting Xu, Tao Zhang*
School Of Fashion, Wuhan Textile University, Wuhan, Hubei 430073, China
*Corresponding Author.

Abstract: the exploration and practice of fashion design series aims to excavate and innovate the artistic elements of portrait, take the artistic elements of portrait as the design elements, highlight its unique spiritual connotation and aesthetic value in modern fashion design. This paper takes the formal characteristics of portrait art elements as the research object, and systematically arranges and analyzes the pattern modeling, color collocation and technological innovation of portrait art elements through case analysis, induction and practical exploration at domestic and foreign shows. Through research, it is believed that portrait art elements can refine and process theme elements through the expression form of line and surface and pattern design techniques such as line and surface combination, outline, repetition, and combination of virtual and reality to improve the audience's demand for personalized modern clothing.

Key Words: Portrait Art Elements; Formal Characteristics; Aesthetic Value

1. INTRODUCTION

Portrait art elements belong to one of the pattern elements of pop art, with rich forms of expression and significant artistic characteristics. With the innovation of face recognition and other high-tech technologies, portrait elements have become popular in clothing design. Famous portraits, cartoon characters, face contours and statue elements have emerged in the design. Abstract figurative, planar or three-dimensional expression forms such as minimalist lines and printing process are often used in the pattern design of garments, which often fills the garments with the high-level sense and experience of mutual human emotions.

2. THE APPLICATION OF COLOR ELEMENTS IN PORTRAIT ART

2.1 The use of single color

Onefold colour points to is not detain then cool color department still warm color department, still do not have chromatic department, from beginning to end it is a kind of onefold colour is used, include among them the onefold colour of discretion of different light and shade concentration, purity. the application of single color in portrait pattern, under the influence of the color of the theme series, appears more pure, more advanced fashion sense.

Single color fusion in the theme elements, appears concise and advanced connotation. In the autumn and winter fashion show of Kenzo brand in 2021, the clear line outline breaks people's impression of the multifaceted color collocation of patterns, instead, a single color is used as the auxiliary color, and the main color of fashion reflects each other. Then solid line three-dimensional decoration is used to outline the portrait pattern, with the expression form of representativeness, which imperceptibly adds a lively atmosphere, but also highlights the theme elements, and gives full play to the application of the three elements of clothing.

2.2 Application of multiple color matching

Multiple color matching methods can enrich the first sensory effect of clothing [1]. A variety of color collocation refers to the combination of two and more than two kinds of color collocation, can be a contrast color collocation, complementary color collocation, warm and cold color, color system. Appropriate collocation of a variety of colors can make clothing more dazzling, make clothing style more personalized.

Multiple colour collocation effect is in contemporary advanced ready-to-wear, not only do not show the feeling of mediocre quietly elegant, have make public instead, jing jing's feeling. Dolce&Gabbana2018 autumn/winter high-end ready-to-wear collection, the contrast colors of yellow and blue, black and white colorless system, red and blue warm and cold colors and other color harmonic application, make the visual center more focused on the pattern collocation, fully show lively and interesting, the baby angel and the virgin on the portrait pattern light up the whole collection with embroidery and printing. the color combination is rich and visual, and at the same time, it also forms an elegant, stylish and stunning brand look.

3. APPLICATION OF PORTRAIT ART ELEMENTS PATTERN MODELING

3.1 Expression form of line

Thread is presented in a variety of ways in clothing. Lines can outline the overall shape of the pattern, including outline lines and the expression of some details. Meanwhile, they are also the refinement of portrait art elements from complexity to simplicity, and then integrated into the design of the whole series. In modern haute couture garments, the dense change of lines and the irregular combination of curves are highly decorative. the expression forms of portrait art elements in the line of modern haute couture garments can be divided into abstract and concrete expression, plane and three-dimensional shaping, concise and complicated style embodiments.

Analysis of the abstraction of lines in portrait elements in modern garments. the dense and straight lines represent the fusion and presentation of different effects. the change of line density essentially determines the presentation of the three-dimensional effect of the pattern [2]. Also through the conversion of lines from simple to complex, to achieve the effect of visual impact. For example, Ports
1961’s Spring/Summer 2021 senior fashion show presented an abstract representation of the lines in human figures. The density and straightness of the lines were properly used to present the dynamic shuttling between static and dynamic motion, complexity and simplicity.

3.2 The form of the surface
The use and embodiment of face in portrait art elements usually bring the audience a concise but personalized visual experience. the overall and partial application of the face in portrait pattern is also an important rule affecting the picture distribution of clothing elements, and an important embodiment of the sense of balance in modern garment series.

In order to achieve the rich sense of the picture of the garment, the expression form of portrait art elements is usually applied to the modern high-end garment by means of realism, combination of line and surface, repetition, combination of virtual and real. the overall application of patterns usually adopts complete and separate patterns to decorate the front piece, back piece, shoulder and other obvious parts of the clothes [3]. the most distinctive feature of the overall use of patterns is to make patterns retain integrity to the maximum extent, clothing style will be more distinct, more vivid details.

3.3 Selection of subject matter types
In recent years, due to the rich expression forms and significant artistic characteristics of portrait art, there are numerous brands that apply portrait to modern high-grade garments, and the subject types of portrait art elements are also relatively rich. Subject types of portrait art elements can be roughly divided into sculpture, religion, painting figures, cartoons, ordinary self-created figures, performance art and so on. Although the genre is limited, its form (outline) and meaning (design concept) can be extended indefinitely. Portrait art mostly adopts printing, solid line decoration, hot stamping and other technologies, monochrome and multiple colors collocation, the presentation effect of patterns also has different levels of formal beauty, giving people an entirely new visual experience.

3.4 Application of innovative process of portrait art elements
Stereoscopic decoration, in the traditional sense, generally refers to weaving, embroidery, inlay, origami skills, etc. From a non-traditional perspective, stereoscopic texture created by using or not using materials is stereoscopic decorative art. the application of three-dimensional decoration techniques of clothing presents a trend of diversification, and various expression techniques and decoration contents emerge in an endless stream. It can be said that the design of decoration is the most critical part of costume design, which can be divided into plane and three-dimensional decoration [4]. The innovation in the process of portrait art elements injects vitality and infinite creative expression into the garment of portrait elements, at the same time, it also brings new vitality to the traditional process and realizes the transformation from flat texture to three-dimensional effect. At the Maison Margiela Spring/Summer 2017 show, artist Benjamin Shine created "tulle three-dimensional figures" that can be considered as works of art. Raw material is just a piece of black tulle, through folding, cutting, sewing, and ironing and other techniques, using acme contrast color collocation, coupled with the processing of the density of tulle image, the application effect of portrait pattern presents both three-dimensional and realistic, so that the viewer never forget.

4. CONCLUSION
As a design element with artistic characteristics, portrait art element has various forms of expression, and is also the embodiment of constant infiltration and fusion between elements. the mining and application of portrait patterns in clothing is the expression of constantly searching for new and personalized design elements that can be applied. the extraction of portraits from Pop art is a more detailed and targeted research and analysis, as well as a collision between tradition and innovation, the identification of portrait pattern is mainly reflected through the expression form of line and surface of the pattern, color matching and extraction, three-dimensional and planar visualization in the process.

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REFERENCE
The Importance of Piano Performance Skills to Musical Expression

Meiying Xu, Ming Yu
Neijiang Normal University, No. 1124 Dong Tong Road, Neijiang, Sichuan 641100, China

Abstract: With the people's material conditions are getting better, has higher degree of attention to the art, the piano is one of the most like a form of art, the piano is a very popular musical instrument, its playing techniques is critical, it covered by the range is very wide, can be used for solo, accompaniment and so on a variety of artistic expression. It can bring out the cultural implication contained in the score and let the audience feel its charm.

Key Words: Piano; Playing Skills; Music; Expressive

1. INTRODUCTION
Different types of piano music has its own music image, contains rich thoughts and feelings, in the process of playing with some skilled technology, can make the piano strong expressive force, from two aspects of technology and the expression to explore the expression of play on the music theory to innovate unceasingly, in constant practice, master the rhythm of melody, So as to improve their expression ability. An excellent piano music, not only to show the melody and melody, but also in the creation process to create a good idea of performance, adjust good playing elements, so that it can better convey the feelings contained, so as to achieve the effect of performance.

2. THE INTERNAL RELATIONSHIP BETWEEN PIANO PERFORMANCE TECHNOLOGY AND EXPRESSIVENESS
2.1 The role of piano playing technology in expressive force
The effects of piano playing techniques on performance are as follows: first, strong emotions; In the piano music with great passion, the overall effect of playing technique on its performance is particularly remarkable. For example, the pianist uses his flexible fingers to perform piano music, can show "cheerful", "bold" and "free and easy" emotions, this is the hand skills, can play passionate piano music; When playing the piano music with relatively deep emotions, the musician can use his hand dynamics to control the "low" effect, so that the audience can also feel the immersive feeling. This is the important role of piano playing technology in expressive force [1].

2.2 The relationship between piano playing technique and musical expression ability
There are two important factors in piano playing techniques: one is the overall performance. Under the influence of music, the audience will naturally feel the charm of music. the so-called "appreciation" is actually an affirmation of the pianist's virtuosity. In this case, a good form of expression can reflect the overall level of a performer, the second is a treatment of details. When playing a piano piece, the technique of playing is not only one, but there should be ups and downs, there are layers. During the performance, if the audience feels the rich form of expression, it means that the performer is very good in detail, can grasp the whole song's ups and downs and layers.

2.3 Complementary piano technology and expressive techniques
Pianists should pay attention to its "integrity" and "coordination", especially the performer's overall control. No matter the piano playing technique, or the feelings expressed by the works performed by the performers, are all part of the piano performance. Listeners don't separate the two. Therefore, piano performance technology and expression only promote each other, in order to make an excellent piano performance. This is not only the "integrity" of the two characteristics, but also the performance of harmony and unity. Depending on the type of music, a performer needs to use a variety of techniques. This means that the playing of the piano must be adapted to its musical expression, and the two must achieve each other. This is the characteristic of their "coordination" [2].

3. USE SOLID PERFORMANCE SKILLS TO IMPROVE THE EXPRESSION ABILITY OF WORKS
While playing, because of the lack of playing technique, make it difficult to perform its unique artistic charm, making it appear music expressive force also is bad, so, piano playing must have a certain foundation, and able to skillfully use piano playing techniques, so as to achieve the aim of promotion play effect. In the practice of playing technology, it is necessary to strengthen the exercise of wrist strength, so that it can meet the requirements of playing, so as to achieve the best effect of playing. In order to better show the strength of the arm, you can try to use the method of rhythm in piano performance, for example: when playing, pay attention to the continuity of the arm, ensure that each pause, to express their own emotions. In music works, every symbol in music works has its own symbolic meaning, so musicians should explore its emotional connotation deeply when playing. To be able to skilfully understand the connotation of the song, understand the mood fluctuations in the music, understand the harmony in the music composition, and according to the changes of scales, strings, etc., learn the basic fingering, and carry out targeted fingering training.

4. ENHANCE PSYCHOLOGICAL QUALITY AND MUSICAL EXPRESSION ABILITY
Process of piano playing, is playing technique and emotion interaction process, an actor must have a strong spiritual quality, there must be strong spiritual quality, in the process of playing, want to have enough spirit power, can play in the process of constantly adapt to the situation, in the player's personal consciousness will affect the overall effect of the piano, Piano performance is to make
a variety of different performances in a short time, and to achieve such coordination and control, it is necessary to let the body consciousness and consciousness into the performance, so, to make the performance process become more scientific and rational, we must have a strong spiritual power to master the essentials of performance. In the practice of playing skills, it is necessary to properly adjust their own mentality. After the performance, through the induction and improvement of their own performance, after skilled piano playing skills, they should express their emotions according to the artistic conception and artistic conception of the work, so as to achieve the purpose of appreciation. Through the cultivation of fingering, the variations of piano music are skillfully played, and the musical themes of various types of piano music are analyzed, and the feelings and feelings contained in them are deeply analyzed [3]. For example, emotional piano works are melodic and slow; Passionate piano works are impactful and infectious; While the piano works with jumping sound, clear melody, make the performance atmosphere more active, active.

5. MASTER PIANO PLAYING TECHNIQUES TO IMPROVE THE EXPRESSION ABILITY OF WORKS

In order to improve the overall performance of the piano in an all-round way, it is necessary to have a strong ability to play, and carry out systematic training for it, so as to meet the requirements of its overall level; Before starting practice, find music creation environment, first to learn music, grasp the rhythm of the music, to master all kinds of music, use a tape recorder and record all the training process of good, let the students know their own shortcomings and weaknesses, and then their own actions is decomposed into a set of complete system, so that it can better improve their level of play.

6. CONCLUSION

To sum up, it can be understood that players need to comprehensively improve their musical qualities if they want to play a good piece of music. In order to improve the artistic performance of piano playing in an all-round way, it is necessary to have profound piano skills, strengthen the mental state and skillfully use various forms of emotional expression, so as to give the audience a better visual feeling.

REFERENCE

Analysis On the Role Of Human Capital In Economic Transformation And Upgrading Under the New Normal

Zhen Xu
Jiangsu Vocational Institute Of Commerce, Nan Jing, Jiangsu 211168, China

Abstract: In recent years, under the background of the continuous improvement of national economic level, people's living standard has also changed, the vast majority of areas have entered the well-off level at this stage. However, in this case, if you want to ensure steady economic growth, it is necessary to transform and upgrade the current economic growth model. In the process of transformation, the role of human capital should be fully reflected to promote the development of national economy.

Key Words: Human Capital; Economic New Normal; Economic Transformation And Upgrading

1. INTRODUCTION

China's economic development has entered the stage of "new normal" development. In the process of economic growth, human capital is a relatively important resource. At the present stage, economic transformation and upgrading need to rely on human capital as support, and the accumulation of human capital and technological progress can promote economic growth, transformation and upgrading. Therefore, the stock of investment and human capital should be strengthened to realize economic transformation and upgrading under the new normal. This paper analyzes the significance of human capital adjustment in economic transformation and upgrading under the new normal, and discusses the role of human capital in economic growth under the new normal.

2. THE SIGNIFICANCE OF HUMAN CAPITAL ADJUSTMENT IN ECONOMIC TRANSFORMATION AND UPGRADING

2.1 Drive regional economic development

Since China joined the WTO in 2001, its social economy has achieved rapid development, and now it has begun to integrate with the international economic track. In this context, although it has promoted the rapid development of China's economy, it has also brought great challenges to China's economic development in the process. Based on this, if you want to adapt to the trend of international development, it is necessary to realize the transformation and upgrading of China's economy, which is also an important measure to realize China's economic growth. In order to achieve economic transformation, it is necessary to combine existing technologies, concepts and systems, so that they can effectively promote the development of China's national economy and become an important pillar of China's economic development.

Under the current environmental background, the process of economic transformation is very complicated. China has transformed from an industrialized economy to a market-oriented economy and now begins to develop toward an urbanization economy [1]. In the process of economic transformation, the following key points should be met: First, both innovation and efficiency should be taken into account. In the process of economic transformation and upgrading, attention should be paid to their dual drivers to promote economic transformation; Second, we should abandon the traditional industrial production mode and strengthen the application of modern industrial production mode. Thirdly, the modernization system of market economy should be improved so that it can promote the rapid growth of regional economy. During this period, attention should be paid to the development of regional characteristic economy so as to ensure the sustainable development of regional economy. In the process of economic transformation, needs in the form of block distribution for economic development, in the division of the region, should step up the development of small and medium-sized enterprises, clear enterprise in the industry division of labor, but also deal with unified planning the layout of the regional economic development, its purpose is to improve the regional economic competitiveness, promote the rapid development of regional economy. In the process of regional economic growth, we should also ensure that the region can achieve large-scale development, on this basis to improve people's living standards.

2.2 Human capital can greatly promote economic transformation

Under the traditional economic development model, the main driving force for economic development is labor force. However, under the background of the new normal, modern economy needs to realize transformation and upgrading and introduce a large number of high-quality labor talents, which reflects the importance of human capital in economic transformation and upgrading. the improvement of human capital can improve the quality of the people, so as to promote the transformation and upgrading of the economy. In this process, its professional talents are the necessary conditions for the transformation. In the process of economic transformation and upgrading, it is necessary to attach importance to the fundamental interests of the masses. In the process of economic transformation, the people-oriented concept should be clearly defined, and the existing thinking should be innovated on this basis, so that the high-quality and high-level productivity can promote the rapid growth of China's economy and the stable development of society at the same time.
Human capital can effectively promote economic transformation and upgrading. In this context, the cultivation of human capital should be strengthened so that it can cultivate high-quality talents to serve the society [2]. Now high-quality talents have strong theoretical knowledge, but also have high learning ability and innovation ability, so it can be seen that the cultivation of high-quality talents can effectively promote the transformation and development of China's economy.

3. THE ROLE OF HUMAN CAPITAL IN ECONOMIC TRANSFORMATION UNDER THE NEW NORMAL

3.1 Human capital development should be closely combined with regional market changes

In the context of the new normal, in order to realize economic transformation and upgrading, attention should be paid to human capital, and investment in education, training, health care and other aspects of human capital should be strengthened to enhance the stock of human capital, and human capital can also promote its new development in the process of flow and migration. Investment in resource allocation also belongs to the development of human capital. However, when allocating resources, changes in the international market under the new normal should be taken as the basis for allocation, and resources should also be ensured to conform to the transformation and upgrading of regional economy. In the application of human capital, we should construct an open human capital investment platform, pay attention to its regional characteristics in the process of migration or flow, so that human capital can be freely allocated in the market. Regional industries and enterprises in regional economy need to rely on human capital to adjust the scale of development of enterprises and industries, so that the stock of human capital can be used reasonably and the role and value of human capital can be fully brought into play.

3.2 Human capital development should optimize the allocation of stock

At present, human capital can be divided into three types: manpower, skill and management, and different types of human capital have different characteristics [3]. In the new normal, the current economic development in different areas in China there is a certain difference, at the same time, there exist differences in its industry development way, under this background, the human capital needs to be in the process of development of human capital stock of reasonable configuration and planning, to promote the transformation and upgrade of the economy. At present, in the process of regional industry development, it is necessary to combine with the stock of human capital in the region, analyze its competitive advantages, and realize new development according to different types of industrial models. Human capital development should also have a strong forward-looking, so that it can accumulate the same type of human capital for regional development, among which the most important types of human capital are technology and management. Economic industry in the process of development, if the realize the transformation and upgrading is needed by the high quality professionals to optimize industry model innovation, thus, the need to strengthen the technical training of personnel and management personnel as well as the introduction, this needs to strengthen the human capital to achieve the optimal configuration, so as to promote the development of the economy.

4. CONCLUSION

To sum up, in the context of the new normal, in order to achieve stable economic growth, the existing economy needs to be transformed and upgraded, and its human capital plays an important role in economic transformation and upgrading. Based on this, we should pay more attention to human capital, improve the overall quality of talents in China, focus on the training of skilled and managerial talents, promote the development of human capital, improve the stock of human capital, so that it can adapt to the new development of the economy, so as to promote the sustainable development of China's social economy.

REFERENCE

Ways To Strengthen Young Teachers' Teaching Ability

Nana Yan, Jinghong Ren, Shuijing Wang
Huanghe Jiaotong University, Wuzhi 454950, China

Abstract: With the development and progress of society, modern teaching system pays more and more attention to teachers' professional quality and professional ability. In the information age, teachers' professional ability is directly related to the whole teaching quality. The large-scale popularization of modern teaching needs high-quality teachers to improve the overall teaching quality. Under the background of information society, the professional ability of modern teachers attaches great importance to the manipulation and application ability of information technology. From the perspective of exploring ways to strengthen the teaching ability of young teachers, this paper aims to improve the teaching ability of young teachers from the perspective of practical teaching.

Key Words: Young Teachers; Teaching Ability; Approach Exploration

1. INTRODUCTION
In the information age, teachers' professional quality and professional ability are very important for cultivating professionals. The cultivation of students' innovative ability and independent learning ability are closely related to teachers. Society and the country have higher and higher requirements for talents. As the transmitter of knowledge, teachers shoulder the mission of cultivating social talents. Now that China has fully entered the Internet era, teachers need to do a good job in their own position, undertake teaching responsibilities, keep pace with the times and promote the improvement of modern teaching level.

2. DEVELOPMENT OF INFORMATIZATION TEACHING ABILITY: LEARNING FROM PRACTICE
Information-based teaching is the result of the development of the times. With the application and development of information technology in the field of teaching, the level of modern teaching is also rising. This process also requires teachers to have the corresponding ability to use information technology to optimize the teaching structure and complete the transformation from traditional teaching to information-based teaching. In the information age, there are more and more channels for students to contact knowledge. Teachers need to teach students to identify what information is useful in teaching management. Under the background of information-based teaching, a number of new teaching modes have also been derived, such as micro class teaching and flipped classroom. Teachers need to constantly learn and strengthen their courseware making ability and information technology application ability from practical teaching, which is the basic requirement of modern information-based teaching.

3. PRE JOB CENTRALIZED TRAINING MODE
Pre job training is one of the ways to improve teachers' professional ability and professional quality in modern teaching. For young teachers who are about to enter the teaching post, they need to transform theoretical knowledge into practical teaching skills. This process requires teachers to learn and adapt to the real teaching environment, and learn how to use the teaching skills and professional knowledge to improve the efficiency of modern teaching. Pre job training is a short-term training aimed at improving teachers' ability. The training content mainly includes psychology, higher education, professional ethics, laws and regulations and so on. Through short-term learning of teaching theory, teachers can initially form the basic concept of teaching.

This training mode brings together a group of young teachers and provides a platform for young teachers to exchange learning and share experience. In terms of training content selection, training form design and training system formulation, we need to change our thinking, innovate training and teaching methods, strictly formulate the qualification and promotion system of pre job training, organically combine it with the promotion of teachers and professional title evaluation, and give better play to the role of pre job training mode.

4. SELF CENTERED INDIVIDUAL DEVELOPMENT MODEL
4.1 Self centered traditional learning mode
The self-centered teaching mode requires teachers to recognize their own shortcomings and constantly improve themselves through their own learning and efforts, such as reading and learning, consulting materials and consulting experience. This training mode is more flexible. Teachers can reasonably arrange learning time according to their own shortcomings and their own work. Compared with the pre job centralized training mode, this teacher centered development mode is more targeted and can solve the problems existing in their own teaching in time. But this form of learning also has obvious disadvantages. For young teachers, they have just stepped into their jobs. They lack teaching experience and are difficult to find a breakthrough. They need the guidance of experienced teachers. Secondly, each teacher has different self-control. In the face of teaching pressure, teachers should deal with the relationship between work, life and learning, which requires teachers to have good self-control to continuously improve their ability.

4.2 Self centered e-learning mode
In the information network society, information technology has penetrated into people's study and work. the emergence of the network not only facilitates people's
study and life, but also allows more people to use fragmented time for learning, the self-development model around the network is a very important way for teachers to improve. However, there are also some problems in the process of practical application of network technology. the network world is mixed with a lot of junk information. Teachers need to have the ability of information retrieval, self-control and information discrimination, clarify the learning direction and avoid losing themselves in the network. Moreover, when conducting e-learning, teachers also need to have the ability to construct a complete knowledge system.

5. SCHOOL BASED TRAINING MODE
5.1 In the development of information-based teaching ability, we need to change ideas and form a perfect policy mechanism
In the information society, teachers must change the traditional teaching concept and learn to use information technology to improve the teaching structure and system. Be able to clearly understand the essence of education and put an end to the traditional teaching concept of emphasizing form and neglecting content. Develop the teaching concept focusing on school teaching and deal with the relationship between teaching and work. Schools should also establish a long-term teaching evaluation and incentive mechanism to improve teachers' ability to obtain and apply information-based teaching and improve the effect of modern teaching.

5.2 In the school-based training of informatization teaching ability, we need to pay attention to teacher training and teaching resource construction
Information technology is an important means of modern teaching. Young teachers should be able to make rational use of information technology and apply information technology to curriculum teaching. Perfect integration of information technology and modern curriculum teaching. Create a group of high-level teachers who can use information technology for teaching and integrate information technology into the curriculum system. The premise of giving full play to information technology is that the school provides teachers with corresponding teaching facilities, such as hardware, software and teaching venues, so as to ensure the smooth development of information teaching.

5.3 The training of informatization teaching ability needs to be carried out by classification
The development of information-based teaching ability training needs to be classified according to the situation of teachers. Because each teacher has different information foundation and learning ability. These situations include teachers' understanding and mastery of theory and technology. Combined with the actual situation of teachers, choosing the appropriate training mode to develop teachers' information ability can achieve twice the result with half the effort.

5.4 School based training also needs to organize professional teams to go deep into the classroom to guide teachers
School based training is far from enough to improve teachers' professional ability. In order to enable teachers to transform information technology knowledge into practical operation, teachers need to be organized together to carry out extracurricular teaching guidance, solve the problems of modern teachers, and fundamentally improve teachers' information ability.

6. CONCLUSION
In general, in the face of the continuous progress of modern society, teachers should constantly improve their professional ability, reflect on their shortcomings, grasp the teaching process, receive teaching feedback from students, constantly improve teaching quality and cultivate better students.

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REFERENCE
Application And Effect Analysis Of Different Teaching Methods In Clinical Teaching Of Thoracic Surgery

Xiaolong Yan1, Hongtao Duan1, Liping Tong1, Jian Wang1, Jing Han2*
1. Department Of Thoracic Surgery, Tangdu Hospital, Air Force Military Medical University, No. 1, Xi'An, Shaanxi 710038, China; 2. Department Of Ophthalmology, Tangdu Hospital, Air Force Military Medical University, No. 1, Xi'An, Shaanxi 710038, China
*Corresponding Author.

Abstract: Objective: To observe and analyze the effect of problem-based teaching. Methods: In order to improve the clinical teaching effect of thoracic surgery, the traditional teaching method and problem-based teaching method were taken as the comparison item, and 60 nursing interns in our hospital were taken as the research object, and the above different teaching methods were divided into groups. The main purpose was to compare the teaching effects of the two groups under different teaching methods. Results: The teaching effect of observation group was significantly higher than that of control group (P < 0.05). Conclusion: In the clinical teaching of thoracic surgery, the case teaching method based on questions can effectively improve the teaching and treatment and improve the level of clinical nursing.

Key Words: Problem-Based Case Teaching Method; Thoracic Surgery; the Teaching Effect

1. INTRODUCTION
Thoracic surgery is one of the key clinical departments, in which patients' conditions are more serious, so it requires thoracic surgery medical staff not only to have high professional ability but also need to have firm practical skills. The teaching that nurses receive in the process of practice is also an important factor that has a great impact on their nursing quality. Practice is an important way to transform nurses' theoretical knowledge into practical operation ability. However, the traditional teaching mode mainly focuses on improving the theoretical knowledge of nursing staff, ignoring the improvement and attention to the practical ability of nursing staff, which also leads to the professional ability of practical nurses cannot be improved. People's attention to the level of nursing work, various teaching methods have also been applied in clinical practice, among which the problem-based case teaching method has achieved significant application effects. This paper makes a detailed analysis of the application value of this teaching method, and the contents are as follows.

2. DATA AND METHODS
2.1 General Information
February 2020 and February 2022 are the beginning and end time of the study respectively. Sixty practice nurses during this period are divided into groups and their general information is compared, and the comparison results are shown in Table 1.

2.2 Methods
The traditional teaching method was adopted for the practice nurses in the control group, and the teaching task was mainly completed during the teaching period. On this basis, the basic case teaching method was adopted for the practice nurses in the observation group. The detailed teaching content is as follows:

1. Before teaching, teachers should first fully understand the nursing needs in the department and the key points of thoracic surgery, and develop corresponding teaching methods on this basis to carry out the teaching process.
2. In the teaching process, teachers need to choose reasonable cases to teach students, which should have typical characteristics and be real cases.
3. During the teaching, according to the selected cases, the symptoms of the patients in the case, the characteristics of the disease and the examination results as three basic knowledge points, and as the center of the design of relevant questions, the questions should be set up about eight to ten, after the establishment of questions to give the practice nurses a certain opportunity and space to think.
4. After asking questions, the practice nurse can consult relevant literature, think and analyze the cases after searching for the cases in question in books or on the Internet, so as to answer the questions left by the teacher with her own understanding after thinking and analyzing, and put forward corresponding nursing plans.
5. The teacher explained the situation of the case again, and guided the practice nurses to think about the problem based on relevant literature and research, and put forward the corresponding treatment plan for the case.

2.3 Observation Indicators
The teaching satisfaction and final assessment scores of the two groups of practice nurses were compared.

2.4 Statistical Treatment
In order to improve the accuracy of the study, statistical processing is one of the necessary steps. In this study,
statistical software SPSS 22.0 was used for data processing. After analysis, measurement and counting were expressed in different ways, namely ± standard deviation and N (%). Secondly, t and X2 will be used to test the data. After comparison, the difference between groups was significant and statistically significant, then it was regarded as (P < 0.05).

3. RESULTS

3.1 The general information of the two groups of practice nurses is shown in Table 1.

Table 1 Comparison of general data between the two groups of practice nurses (X ± S, n,%)

<table>
<thead>
<tr>
<th>group</th>
<th>The number of cases</th>
<th>Age span (years)</th>
<th>Average age (years)</th>
<th>Gender (example)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>male</td>
</tr>
<tr>
<td>Observation group</td>
<td>30</td>
<td>21–27</td>
<td>23.65±1.33</td>
<td>2(6.66)</td>
</tr>
<tr>
<td>The control group</td>
<td>30</td>
<td>22–27</td>
<td>22.96±1.24</td>
<td>1(3.33)</td>
</tr>
<tr>
<td>X²/t value</td>
<td>0.5632</td>
<td>0.6362</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P value</td>
<td>&gt;0.05</td>
<td>&gt;0.05</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3.2 Teaching satisfaction of the two groups of practice nurses is shown in Table 2.

Table 2 Comparison of teaching satisfaction between the two groups of practice nurses (n,%)

<table>
<thead>
<tr>
<th>group</th>
<th>The number of cases</th>
<th>Very satisfied with</th>
<th>Satisfied with the</th>
<th>Not satisfied with</th>
<th>The total satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Observation group</td>
<td>30</td>
<td>21(70.00)</td>
<td>8(26.66)</td>
<td>1(3.33)</td>
<td>29(96.66)</td>
</tr>
<tr>
<td>The control group</td>
<td>30</td>
<td>17(56.66)</td>
<td>8(26.66)</td>
<td>5(16.66)</td>
<td>25(83.33)</td>
</tr>
<tr>
<td>X²/t value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8.2656</td>
</tr>
<tr>
<td>P value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&lt;0.05</td>
</tr>
</tbody>
</table>

3.3 The assessment scores of the observation group and the control group were (91.66±6.25) points and (80.46±5.12) points, respectively, and there was a significant difference between the assessment scores of the groups (P < 0.05).

4. DISCUSS

With the continuous development and progress of the current social economy, great changes in the way of people's lives, it also cause the disease incidence of thoracic surgery increased gradually, thoracic surgery disease treatment is difficult, and the body will cause serious influence on the patients, thoracic surgery involved organs more, respectively, including the esophagus, lung, and so on. This not only requires the continuous improvement of treatment level, but also put forward higher requirements for nursing work. Nursing practice is an important link and process in the transition of nursing students from school to post. Effective teaching methods in the process of practice can more efficiently transform students’ theoretical knowledge into practical operation ability, so as to improve the nursing quality of the department. While the traditional teaching is mainly based on conventional teaching, this teaching method pays more attention to the promotion of theoretical knowledge level, ignoring the requirements of students’ practical ability, the problem-based case teaching method is a common teaching method in clinical practice in recent years. It is mainly centered on cases. According to cases, practice nurses can think and consult questions and put forward their own opinions, which can not only improve their independent learning ability, but also significantly improve their clinical experience. This paper compared the effect of this teaching method with that of traditional teaching, and found that there was a big difference between them (P < 0.05).

In conclusion, the use of problem-based case teaching method in thoracic surgery teaching can effectively improve the current level of thoracic surgery nursing.

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Research On Development Strategy Of Industrial Research Base Based On Aseb Grid Theory--Take Zhejiang Yangbaili Biotechnology Co., Ltd As An Example

Boxiang Yang
Ningbo University Of Finance & Economics, Ningbo, Zhejiang, China

Abstract: Industrial travel and research travel are both new travel modes. Comparatively, industrial travel is easy to be ignored. Zhejiang Yangbaili Biological Technology Co., LTD., as a leading industrial tourism enterprise in Xianju County, is of key significance to the development strategy of industrial research base. In the paper by using the theory of ASEB grid, xianju county, from the analysis of industrial studies based on tourism resources and market conditions, discusses the development strategy of industrial studies base, resulting in a new economic pattern and tourism system, and promote the overall development of industrial tourism, driving the development of local industrial economy, and promote the innovation and development of education industry.

Key Words: Industrial Research Base, Aseb Grid Theory, Development Strategy

1. IN THIS PAPER
At present, under the background of the national policy of vigorously promoting "quality-oriented education" and "double reduction", research and tourism has gradually become the most favored way of activities for primary and secondary school students. And other 11 departments jointly issued by Ministry of Education in 2016 "about advancing the research of primary and middle school students learning the opinions of the travel points out: in the studies to travel into the teaching of primary and secondary school education plan, strengthening studies travel base construction, normative studies travel organization management, perfect fund raising mechanism, establish a safety responsibility system, for the studies of tourism market injected powerful motivation[]. With the deepening of the concept of quality education and the cross-border integration of the tourism industry, the market heat of research travel is rising, the market demand is constantly released, and the scale of the industry is gradually growing. With the development and deepening of industrial cultural tourism, industrial cultural tourism will be a new industry with great development potential and provide new development opportunities for China's industrial cultural tourism with its humanistic characteristics and learning experience characteristics. Based on this, using ASEB grid theory, through in-depth study of zhejiang Yangbaili Biological Technology Co., Ltd. in the establishment of industrial research base and research activities in the process of the actual situation, so as to provide enterprise development strategy advice.

2. SIGNIFICANCE OF INDUSTRIAL RESEARCH BASE CONSTRUCTION
By integrating research travel into industrial travel and organically combining the two, the industrial tourism base becomes a research base integrating industry and research. The integration of research and learning will make industrial tourism more diversified and bring new development mode for industrial tourism, thus promoting the overall development of local industrial tourism and driving the development of local industrial economy. Secondly, the construction of the industrial research base makes the research education industry into a new blood with unique educational content and methods, and makes research travel pay more attention to intuitive practical teaching, explore new tourism system, promote the innovative development of the local education industry and improve the quality of education. For the students who are engaged in research, the construction of the industrial research base not only increases students' knowledge, but also helps students to strengthen their understanding of their hometown, cultivate their local feelings, and let students have the ideal of revitalizing their hometown.

3. ASEB THEORETICAL ANALYSIS OF INDUSTRIAL RESEARCH BASE
3.1 ASEB grid theory
ASEB grid theory includes A-activity, S-setting, e-experience, B-benefit, ASEB grid theory combines the four demand levels of Manning Manning-Hashass-Driver Driver-Brown with the four different elements of SWOT analysis to form 16 unit matrices, and then analyze these 16 unit matrices respectively

3.2 ASEB grid theory analysis of industrial research
By investigating the research activities of Zhejiang Yangbaili Biotechnology Co., LTD., the company's information is interpreted by using ASEB grid theory and analyzed by using ASEB grid analysis matrix. The specific contents are shown in Table 1. As can be seen from Table 1, the company has corresponding problems in many aspects, which are caused by both its own reasons and the influence of social environment. As far as Zhejiang Yangbaili Biotechnology Company is concerned, the hardware construction of the company is relatively comprehensive, but the main problems appear in the company's shortage of funds, the overall quality of research instructors is low, and there is no systematic research system. As a result, the research activities of
school students are more like after-school activities, which makes it difficult to carry out research activities according to the educational content of schools at different stages. It is difficult to carry out research activities according to the education and teaching content of students at different levels. The activities of the company do not clearly stratify students, and the content of the activities is often inconsistent with the teaching methods and students' cognitive ability and knowledge level.

In addition, the reasons for the unsmooth development of research trips are also inseparable from social and environmental factors. Taizhou education department does not pay much attention to research tourism, and has not formulated policies and regulations according to its own actual situation, nor has it formulated corresponding special funds to support and appeal to local governments to actively participate in the development and construction of research tourism.

Lack of support and promotion from the government makes it difficult for Zhejiang Yangbaili Biological Technology Co., Ltd. to improve the construction of research tour.

Table 1 Grid analysis table of Industrial research travel of Zhejiang Yangbaili Biotechnology Co., LTD

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Setting</th>
<th>Experience</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rich activities</td>
<td>1. Complete facilities and environment</td>
<td>1. There are multiple experience pavilions</td>
<td>1. Increase students' knowledge, strengthen students' practical ability</td>
</tr>
<tr>
<td>2. Covering multiple levels</td>
<td>2. Adjacent factory base</td>
<td>2. There are multiple experiences</td>
<td>2. Improve enterprise visibility and build brand culture</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weaknesses</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. No professional commentator</td>
<td>1. Poor maintenance of some facilities</td>
<td>1. Low number of instructors</td>
<td>1. Funding pressure on improving conditions for postgraduate education</td>
</tr>
<tr>
<td>2. The problem of only traveling without learning is serious</td>
<td>2. Inadequate facilities for research and study</td>
<td>2. Not taking care of every student.</td>
<td>2. Difficulties in accessing systematic education</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New related majors supplement</td>
<td>1. Many schools around</td>
<td>1. The company actively cooperates with various organizations</td>
<td>1. Study Travel Becomes a Compulsory Course for Students</td>
</tr>
<tr>
<td>2. Level of interest</td>
<td>2. High government concern</td>
<td></td>
<td>2. Maturing postgraduate programmes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Threats</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lack of funding for activities</td>
<td>1. Inadequate environmental protection measures in factories</td>
<td>1. Insufficient emphasis on academic travel</td>
<td>1. Communication between research instructors and the school classroom is not sufficient</td>
</tr>
<tr>
<td>2. Shortage of Talents for Study Tours</td>
<td>2. Study travel management system is not mature enough</td>
<td>2. The combination of industrial tourism and academic travel is difficult</td>
<td>2. Late start and slow development of local research</td>
</tr>
<tr>
<td>3. Lack of local government support</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

4. SUGGESTIONS ON THE DEVELOPMENT OF XIANJU INDUSTRIAL RESEARCH BASE

4.1 Promote the implementation of relevant policies and create a professional research environment

Pay attention to xianju county research policy implementation plan, analyze the direction of research construction, correctly promote the construction of research base. For the construction of industrial research base, xu Xu et al. (2020), based on POGIL theory, took riverside wetland of Yihe River in Shandong Province as an example and designed a complete set of research travel activities with problem orientation [3]. Therefore, a professional research environment can be built to protect students' teaching environment, safety environment and social environment.

4.2 Design a systematic research program and train qualified research tutors

We invite special research tourism experts and relevant teachers to analyze the knowledge stage and ability of students for different groups of research tourism, and design research tourism programs for different groups of people according to the curriculum and purpose. Equipped with research instructors who have higher education background and experience and have passed the corresponding training and examination, so that they can assist primary and secondary school students to carry out research trips smoothly.

4.3 Based on superior resources, establish a high-quality research brand

Relying on zhejiang Yang bai lbi biotechnology co., LTD., the original industrial tourism resources, create new studies travel products, the key is to choose strong interactivity, high cultural value of the project to build industrial studies, give students a good learning experience, pay attention to the cultural spirit, cultivate students' localism and patriotic spirit. In order to establish rich cultural connotation, superior quality of industrial research brand.

5. CONCLUSION

I studied the development strategy of industrial research base through ASEB grid theory, and put forward relevant opinions. The construction of industrial research base is a project of great significance to industry, education and tourism. The combination of industrial tourism and research travel is an unprecedented innovation for both sides. The diversified integration concept enables both of them to achieve effective development. The solid industrial research base is a construction project integrating multiple industries, benefiting multiple parties and achieving a win-win situation.

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Chongchong Yang
Huanghe Jiaotong University, Jiaozuo, Henan 454950, China

Abstract: the rapid development of transportation, promote the continuous improvement of social economy, give full play to the key role in promoting. Especially for the rapid construction of expressways, greatly shorten the transportation distance between cities, provide great convenience for people to travel, access to high-quality transportation services. At the same time, the work strength of the road traffic management department is greatly limited, such as local government support, economic cost and so on are facing great tests, it is difficult to achieve ideal management effect in practice. Therefore, both road management and traffic construction management are of great significance, and relevant personnel should be fully aware of the importance of road management, so as to lay a foundation for improving the level of road construction traffic management.

Key Words: Road Traffic Management; Information Construction; Problem; Countermeasures

1. THE SIGNIFICANCE OF ROAD TRAFFIC MANAGEMENT INFORMATIZATION CONSTRUCTION

As the perfect urban transportation industry development in our country, the national quality of life level unceasing enhancement, the number of vehicles travel, growing to urban roads and the villages and towns of road traffic safety travel caused serious congestion, due to the lack of the number of traffic, not in every way to arrange professional personnel, increase the difficulty of road, traffic department and transportation personnel to bring huge work pressure. Nowadays, the frequent occurrence of traffic accidents will aggravate the phenomenon of road congestion, and provide conditions for the construction of road traffic management information. In order to effectively solve the above problem, the transportation departments must vigorously construction of road traffic information management, is advantageous to the transportation department of the masses and near the road, vehicle and environment to realize information management, according to the current road condition of vehicle, the masses to take normative dispersion, effectively shorten the time, dredge provides great convenience for relevant staff [1].

2. PROBLEMS IN THE CONSTRUCTION OF ROAD TRAFFIC MANAGEMENT INFORMATIZATION

2.1 Poor cognitive ability of road traffic management informatization

Road traffic management information construction is not in place, the main reason is that the local transportation department and the relevant government cognitive ability is limited, the thought is too traditional, they think that they can accept the document task of the national road traffic information construction, they do not take action in behavior, only make superficial phenomenon. At the same time, the local government can only comply with the implementation of national traffic laws and regulations for road traffic management, which has become the main reason for hindering the construction of road traffic management informatization, showing the cognitive ability of the government and relevant departments, which has a great impact on the urban road traffic management.

2.2 The construction of road traffic management informatization is inconsistent with the current traffic laws and regulations

Every city road traffic will have different management problems, but the implementation is still combined with national traffic laws and regulations. Road traffic management information construction specific targeted various urban and rural roads. In addition, the construction of road traffic management informatization must be coordinated with other relevant departments for joint assistance, but it is difficult to achieve this requirement in many cities, which has become an influential factor hindering the construction of urban road traffic.

2.3 The team quality is not perfect

The efficiency of road traffic system must depend on manual support. In the system management, not only to master computer technology main point, to know more about the traffic management knowledge in all aspects of professional talents, in the real case, the traffic administrative department of the talents team in China although have new breakthrough in computer technology, automation technology, but still can't adapt to the current trend of big data era progress, As a result, improving the efficiency of road traffic management informatization construction has become an obstacle [2].

3. COUNTERMEASURES OF TRAFFIC MANAGEMENT INFORMATIZATION CONSTRUCTION

3.1 Enhance information management awareness

In the context of the rapid development of big data and Internet technology, the application of information technology has become a necessary trend for the sustainable development of society and industry. In order to accelerate the realization of information management, the traffic industry must strengthen the promotion of
information technology application and effectively improve the level of road traffic management. Information technology will be fully implemented in the road traffic management work, increase the application rate of information technology, promote the stability of the traffic industry, require relevant personnel to pay attention to information construction, efficient development of information road traffic management construction. At the same time, the application of computer technology to road traffic management work, quickly improve the efficiency of information management, strengthen the construction of a complete information management system, realize resource sharing, for urban road traffic guidance to provide convenience and help.

3.2 Increase capital investment
The construction of road traffic information must be supported by funds. In the process of road traffic informatization construction, network infrastructure construction, optimization of resource allocation and so on all need a lot of funds, for the introduction of advanced computer application software to play a very good help, increase the level of road traffic management, promote the development and stability of the traffic industry, play a protective role for people's safe travel.

3.3 Strengthen the application of information technology
The emergence of science and technology effectively improves social productivity [3]. In the competitive market environment, science and technology become an important means of industry competition. For road traffic management system in our country, in order to accelerate the construction of informatization, the application of information technology become the first premise, only scientific introduction of advanced information technology, to make sense for real-time monitoring of urban road traffic system, strictly regulate the vehicle traffic behavior and the masses, to improve the efficiency of road traffic management to lay the good foundation.

3.4 Rational planning of road traffic management information construction
First of all, the department leaders are required to realize the importance of information construction, forward-looking thinking, effective establishment of practical high-level network system and grassroots network system, to prevent the waste of resources; Secondly, some departments need to adopt comprehensive management of road traffic, reasonably plan the road traffic informatization construction scheme, pave the way for the follow-up work, and ensure the reasonable allocation and application of funds, accurate construction direction, and improve the construction efficiency.

3.5 Set up the correct management concept
The local government and the relevant leaders of the traffic management department must take the lead in establishing correct management concepts, strengthening the application of modern information technology and promoting the scientific and technological development of traffic management work. Specific involve two respects: on the one hand, advanced sex and practical unity. the construction of traffic management informatization should have both hardware and software, and give play to the advanced and practical characteristics in application. On the other hand, information construction should be consistent with the current urban development and road traffic conditions, and ensure that the applied technology is high-end and refined, and can play an important role in the application.

3.6 Establish a traffic coordinating body
A traffic coordination agency supported by the government and integrated by various functional departments can be established to unify and standardize management and optimize and perfect the information network of units in all aspects. It can not only prevent the waste of construction resources, but also effectively expand the application scope of information resources and improve the efficiency of information management.

3.7 Develop the funding security system
In order to promote the long-term development of economic market and urban transportation industry, it is necessary to fully implement the construction of traffic information network within the scope of urban road traffic, and establish the funding system of traffic road management informatization construction, which is conducive to securing the cost of traffic management informatization [4].

4. CONCLUSION
The information construction of traffic road management is the key concern and solution of urban traffic, which has a direct connection with People's Daily life. In order to realize the information construction, it is necessary to analyze the current problems from multiple levels, put forward corresponding solutions, improve the level of traffic road management, meet the needs of social and urban development, and promote the smooth completion of road traffic management information work.

REFERENCES
Analysis Of Tradition And Creation In Art Teaching In Colleges And Universities

Minglu Yang
Anyang Normal University, Academy Of Fine Arts Anyang, Henan 455000, China

Abstract: the traditional culture resources of our country are rich and colorful. The relationship between art teaching and traditional culture is close, and they complement each other. For art teaching, it is not only necessary to undertake the important responsibility of inheriting traditional culture, but also to realize the importance of innovation, which is the key to promote the sustainable and healthy development of art teaching. Based on this, this paper mainly discusses the tradition and creation of art teaching in colleges and universities.

Key Words: Art Teaching; Traditional; Create

1. INTRODUCTION
China's folk art has a long history, through continuous development has become a treasure in the world art Treasury. With the continuous improvement of people's living standards in the current society, more and more attention is paid to the protection of traditional national culture, but the effect is not ideal from the actual situation [1]. Art teaching in colleges and universities is an important carrier of spreading traditional culture. How to effectively inherit traditional culture has always been the focus of educators' attention. But in this process, we should not ignore the importance of traditional cultural innovation, once the lack of innovation, any culture will stagnate. Therefore, it is an urgent problem to be solved how to effectively realize the innovation of art teaching in colleges and universities while inheriting the traditional culture.

2. TRADITION IN ART TEACHING IN COLLEGES AND UNIVERSITIES
Tradition in art teaching is more about inheriting traditional culture. First of all, China has a long history, rich and colorful traditional culture in various forms, which has formed a unique national cultural style in different regions. Traditional culture is the crystallization of wisdom of Chinese laboring people in production practice, which embodies good folk character. In particular, there are various forms of traditional art culture, including embroidery, paper cutting, printing and dyeing, etc. [2]. Therefore, it is of great significance to integrate traditional culture into art teaching in colleges and universities. On the one hand, it can give full play to the practicability of traditional culture, and on the other hand, it can enhance students' artistic accomplishment. Second, college art teachers should constantly breakthrough the limitation of traditional teaching concept, according to the actual school conditions and teaching situation, according to the humanistic characteristics, reasonable use of the existing local local cultural resources, after processed into art teaching, continuously optimize adjustment art knowledge context, to ensure the fine arts teaching content targeted, Gradually permeate the traditional culture into the students' knowledge system. At present, most colleges and universities in our country in the art teaching in the dissemination of traditional culture, mainly rely on the appreciation course this way, for the training of students' practical ability is not paid attention to. Therefore, art teachers in colleges and universities should actively organize students to go deep into real life, personally feel the connotation and emotion contained in traditional culture, and enhance students' recognition of traditional culture. Finally, as an important part of traditional culture, many works of art have similarities in some aspects. This is because these art works are formed in the production practice of the working people, rich in the true feelings of the working people, reflects the pursuit of a better life, these connotation of emotion is the art teaching needs to convey to students the important content. Therefore, in the art teaching of colleges and universities, teachers need to present the stereoscopic image of traditional culture as far as possible from different dimensions to help students deeply understand and understand traditional culture, feel the long history of traditional culture, and provide continuous inspiration for individual art creation. Colleges and universities can invite inheritors of traditional culture to hold lectures on campus to popularize knowledge of traditional culture for students. In addition, students are organized to visit local museums and art galleries in their spare time and holidays to improve their appreciation of fine arts and improve their personal aesthetic literacy.

3. CREATION IN ART TEACHING IN COLLEGES AND UNIVERSITIES
The creation of art teaching in colleges and universities mainly refers to the reform and innovation of art teaching in combination with the current development trend of the Times. Only by continuous creation can we dig out new knowledge and new content and provide support for art teaching in colleges and universities. Therefore, in the actual art teaching, teachers not only need to infiltrate and spread traditional culture to students, but also pay attention to the innovation of teaching ideas and teaching methods.

3.1 Train students' innovative thinking
In art teaching in colleges and universities, teachers should attach importance to the combination of traditional culture and modern elements, promote the effective integration of the two, and give new life and vitality to art teaching [3]. The innovation of art teaching should be based on the accumulation of original knowledge. Therefore, art teachers should do a good job of teaching students art knowledge, help students lay a solid knowledge foundation, build a complete art knowledge system, on this basis to the content and form of traditional...
culture innovation. With the increasing cultural exchanges among countries around the world, teachers should also have a good international vision, guide students to learn different traditional cultures, constantly enrich the elements of personal creation, and consolidate the foundation of art creation. There is a dialectical relationship between tradition and creation. In art teaching, teachers should not only help students establish the consciousness of respecting history, but also guide students to broaden their horizons, so that students can reasonably integrate traditional and modern cultural elements in art creation. Contemporary college students have a stronger ability to accept new knowledge, and have a stronger desire to explore new things and thirst for knowledge. Therefore, art teachers should make use of the characteristics of students, fully stimulate students' curiosity, mobilize their thinking, inspire students' imagination, respect students' personal opinions on traditional culture and art, and guide students to innovate in artistic creation. Teachers can encourage students to play freely in art creation, give full play to their imagination, stimulate students' knowledge reserve through divergent thinking, analogical thinking and so on, and promote students to form new knowledge.

3.2 Use of diversified teaching methods
In order to achieve the desired effect of art teaching and help students to create effective art, teachers need to take a reasonable variety of teaching methods in teaching, constantly improve the teaching links, and highlight the students' subjectivity in art teaching. In the teaching process, teachers should always reflect the subject status of students in art creation, encourage students to actively discover, think and solve problems, cultivate innovative thinking, and promote the continuous improvement of innovative ability. For the creation of art teaching in colleges and universities, teachers should pay attention to the creation of good learning environment for students, and at the same time reasonably adopt different teaching means, which is the key to achieve teaching objectives and improve teaching quality. According to students' learning characteristics and actual learning situation, modern information technology is applied to art teaching to improve students' interest in art learning. Through animation, video and other tools to show students difficult to understand the theoretical knowledge of art, help students better understand and master the theoretical knowledge of art. In the information age, there are abundant network resources. Teachers can apply network resources in art teaching, expand students' horizons and become the source of inspiration for art creation.

4. CONCLUSION
To sum up, under the background of quality education, art education should shoulder its due responsibilities and give full play to its aesthetic education function. With the development of the Times, art teaching reform is imperative. Art teaching in colleges and universities not only need to teach the art knowledge and skills, more should attach great importance to the research of the traditional culture, the connotation of traditional culture value, effectively integrated into the fine arts teaching, use diversified teaching methods, perfecting the teaching contents, actively cultivate students' innovative consciousness and ability, better devoted to the construction of socialist spiritual civilization.

REFERENCE
Flipped Classroom and Its Application in College English Teaching

Wenyan Yang
College Of Foreign Language, Guilin University Of Technology, Guilin, Guangxi 541004, China

Abstract: College English, as an important part of modern teaching, has a great impact on the overall development of students' comprehensive literacy. However, due to the influence of traditional education concepts and methods, relevant teachers still use traditional methods to teach, and there are great restrictions on teaching resources, dull classroom atmosphere and lack of students' interest in learning, which limit the improvement of the overall level of teaching. In order to change this situation, the teachers and school leaders need to comply with the requirements of the new curriculum reform standard, improve the importance of college English teaching, innovative teaching ideas, and strengthen the flip classrooms and other modern teaching methods and the application of the equipment, the introduction of more rich content of teaching resources, develop students vision, improve their knowledge capacity, optimize the teaching atmosphere at the same time, Improve students' learning enthusiasm and ensure efficient and stable classroom teaching. Flipped classroom and its application in college English teaching are analyzed and explored below.

Key Words: Flipped Classroom; College English; the Teaching Application

1. SPECIFIC OVERVIEW OF FLIPPED CLASSROOM

1.1 concept
Under normal circumstances, the so-called flip classroom mainly refers to the process of classroom teaching and extracurricular learning phase transformation, by through the preparation before class, students will prepare questions of the problems in the process of classroom learning and discussion, and after class to consolidate and further exploration, the maximum extent, give play to the role of the students in the classroom teaching main body, To cultivate students to explore their autonomous learning, innovation and cooperation ability, and in the process of daily learning, according to oneself be fond of of interest, such as by the students in learning materials, contents and methods of choice, in order to improve classroom teaching efficiency and quality, in order to provide for the development of modern teaching work as a whole and the greatly promote role [1].

1.2 The characteristics of
When turning method is applied to the classroom teaching, one of the teaching method in essence belongs to the informationization, its mainly through making teaching video playback in advance to the student, make it more intuitive understanding of the content of the teaching and learning, in order to inspire students' learning enthusiasm, improve the efficiency of classroom teaching, more fully realize the teaching goal and mission requirements. At the same time, with the application of flipped classroom, teaching objectives can be clarified. When students have difficulties in learning, they can record them, consult teachers in time, or search for learning materials, so as to ensure the efficient and stable progress of classroom teaching.

1.3 The importance of
1.3.1 Improve teaching efficiency
In traditional teaching process, teachers' classroom teaching main body role, through the infusion methods to students in teaching, students can only passive to learn, to a great extent, weaken the enthusiasm of students learning, the part can not effectively absorb and master, plus lack of interactivity between teachers and students, the students in the difficult point problem, not the teacher's guidance. It further affects their in-depth learning and the improvement of classroom teaching efficiency. In order to solve these problems, teachers can strengthen related flip the application of classroom way, according to the requirement of the teaching objectives and tasks, and combined with the basic knowledge of the students in different levels, choose heavy difficult knowledge in-depth explanation, when occurrence problem of students learning process can ask the teachers questions in time, and get the answers and guidance, To improve their understanding, absorption and mastery of professional knowledge, so as to improve the efficiency and quality of teaching.

1.3.2 Stimulate students' learning enthusiasm
Under the influence of the continuous implementation of the new curriculum reform standards, students occupy the main part of the teaching work, and their own interest in learning has a great impact on the teaching level. Therefore, in the daily teaching, the related teachers can strengthen the flip the application of classroom teaching methods, and combined with computer and network information technology, collecting a large amount of teaching information and resources for students, develop students' horizons and knowledge, enrich their professional accomplishment, at the same time, students can use information technology to collect conforms to the interest of oneself be fond of knowledge content, In this way, I can improve my learning enthusiasm and initiative and lay a good foundation for the healthy development of modern teaching [2].

1.3.3 Improve the diversification of learning methods
In the daily teaching process, students' own learning style will also affect the overall quality of teaching work. But with the help of the teaching mode of application, can make use of spare time of students learning, and the ability of practice to find knowledge content, information, at the same time, students can also according to their own
knowledge level, learning process and comprehensive abilities such as literacy learning plan, further improve the efficiency of their daily study and the improvement of teaching level.

1.3.4 Change the teaching evaluation method
In addition, by strengthening the application of flipped classroom in teaching, teaching evaluation methods can be transformed and innovated. In daily teaching, scientific and effective teaching evaluation can fully reflect teachers' understanding of students' learning status, and provide information basis for the formulation of later teaching programs, while students can adjust their learning methods according to teachers' evaluation results. However, due to the one-sided content and standard of traditional teaching evaluation, students cannot be comprehensively evaluated, which can easily weaken students' interest in learning and thus affect the smooth progress of teaching work. Therefore, relevant teachers can make use of the application of flipped classroom to change the traditional teaching evaluation method and conduct comprehensive, meticulous and comprehensive investigation and evaluation on students, so as to ensure that students participate in daily learning more actively and efficiently.

2. COMMON PROBLEMS IN COLLEGE ENGLISH TEACHING

2.1 Teachers occupy the dominant position in teaching
Research shows that part in college English teaching process, although the flip classroom teaching mode, however, the related teachers under the influence of traditional education idea is deeper, the lack of enough understanding and attention to the way, still adopts the traditional way of teaching, and teachers' teaching main body status, set learning objectives and tasks for the students. As a result, students' learning initiative and independent learning ability cannot be effectively improved, thus affecting the progress and development of teaching work [3].

2.2 Lack of effective teaching content
In any teaching process, rich and effective teaching content can improve the teaching level and quality to a great extent. However, although flipped classroom is applied in some college English teaching processes, its teaching content is insufficient to meet the needs of students' independent inquiry, which limits the cultivation of students' cultural innovation and other abilities, thus hindering the improvement of college English teaching level.

2.3 Insufficient interaction between teachers and students
Since both teachers and students are important links in the teaching process, a more scientific and effective classroom teaching atmosphere can be created through the interaction of the two, so as to improve the quality of teaching. However, in the part of college English teaching process, teachers' teaching ideas are more traditional, the interaction with the students, mostly in simple language exchange or carries on the discussion on a subject, when students complete answer interaction will end, limiting its interest in learning, atmosphere of the class can not be changed. It hinders the improvement of the efficiency and quality of college English teaching.

2.4 Less opportunities for students to exchange and cooperate
In addition, due to the classroom atmosphere is relatively dull, lack of interactive between teachers and students, and also there is lack of student exchanges and cooperation opportunities, mainly due to the teachers ignore the importance of students' oral communication, not build a suitable teaching atmosphere, the students influenced by teachers to communicate and mutual aid, problems arise when the learning process. They can neither seek help from teachers in time nor communicate with other students, which further reduces the level and quality of modern college English teaching.

3. PRACTICAL APPLICATION OF FLIPPED CLASSROOM IN COLLEGE ENGLISH TEACHING

3.1 Application in pre-class preparation
In any teaching work, in order to improve the quality of teaching, pre-class preparation plays a very important role. When conducting flipped classroom teaching of College English, relevant teachers can record micro-lesson teaching videos according to the teaching content and task requirements, and keep the length of the videos within 5~10 minutes, including key and difficult knowledge, to ensure that students can watch them carefully. Compared with traditional recorded classroom teaching methods, flipped classroom uses micro-lesson video, which has clear teaching objectives and time limits. Teachers can explain by voice to ensure that students' attention and enthusiasm are not affected. At the same time, when making micro-lesson videos, teachers can also incorporate some test contents to conduct real-time detection of students' learning status to ensure that they can master knowledge points proficiently and firmly [4].

3.2 Application in classroom teaching
Classroom teaching in modern teaching occupies a very important position, when the reverse way to college English teaching classroom, teachers need to organize all the student to carry on the review to consolidate, the comb, in accordance with its own problems discussed by the students or teachers explanation, etc., at the same time of complete the question answer, enhance their own professional knowledge and literacy.

3.3 Apply it to after-school consolidation
At the same time, in the process of college English teaching, can also be turning method is applied to the class after class to review consolidation, in the daily teaching, the teachers need to clear the students' learning efficiency and progress, and at the end of the class teaching corresponding homework tasks, by the students in English writing, oral retelling or role play, etc., For example, when learning Friendship Across Gender and Border, the teacher can recommend some videos and videos of similar themes to the students, so that the students can imitate and exercise, so as to cultivate their oral expression ability and provide sufficient promotion for the improvement of modern college English teaching level.

3.4 It is applied to online and offline teaching
To turn on the other hand, when the classroom college English teaching, can also be applied to online teaching, teachers to establish an online teaching and communication platform, students can learn by watch online teaching video, when confused problem in offline ask teachers, realize the online teaching to cooperate, To improve the development level of College English teaching to the maximum extent [5].

3.5 Application in teaching feedback
In addition, flipped classroom can also be applied to teaching feedback in modern College English teaching. In the traditional teaching process, due to the one-sided criteria and content of teacher evaluation, which is dominated by teacher evaluation, and the traditional feedback mechanism, there are certain defects and loopholes. Way when applied to flip the classroom, teacher evaluation can be combined with students' self-assessment and students mutual way, such as when the evaluation is completed timely feedback to students can use the online platform, make its adjust itself according to the evaluation results of study way, and realize the supervision and control, which guarantees later in-depth study the growth and development.

4. SPECIFIC MEASURES TO STRENGTHEN THE APPLICATION OF FLIPPED CLASSROOM IN COLLEGE ENGLISH TEACHING

4.1 Strengthen the transformation of teaching philosophy
The current period, in order to strengthen the flip class in college English teaching, the application of relevant teachers first need to comply with the requirements of the new curriculum reform standard, clear the importance of college English teaching and flip classroom mode, to their own teaching ideas for innovation, strengthen the introduction of modern teaching technology and equipment, provide fully convenient for flip the teaching application, Combined with the application of group cooperation and other ways, all students are divided into several groups to solve the problems in daily learning through communication, so as to promote the healthy development of college English teaching.

4.2 Strengthen the innovation of teaching model
As is known to all, scientific and effective teaching model can largely improve the level of teaching, therefore, when flip class way to college English teaching, the teachers need to actively innovative teaching mode, to avoid the traditional mode of the improvement of students' learning enthusiasm, give full play to the role of the students in teaching the subject. At the same time, relevant teachers can make use of the application of modern technology and equipment to investigate and understand the daily learning status of students, so as to adjust the teaching plan and ensure the improvement of teaching efficiency in the later period [6].

4.3 Strengthen the establishment of network teaching platform
Under the influence of modern science and technology level constantly improve, computer, network information technology in modern teaching process has been fully used, in order to ensure to flip the classroom more fully in college English teaching, the teachers can create network teaching platform, the teaching contents by online transfer to students, and through the platform for interaction, Solve the difficult problems in students' learning process. At the same time, when the teaching evaluation work is completed, teachers can feedback the evaluation results to students in time, so that students can adjust their own learning status, strengthen the improvement of independent learning level, and further improve the efficiency and quality of daily learning.

4.4 Strengthen the standardization of teaching plans
In general, a scientific and effective teaching plan has a great impact on the quality of teaching. To ensure the smooth operation of the college English teaching process, the related teachers can use inside the classroom mode application, give full play to the advantages of out of the way, to clear the teaching main body, and make clear the teaching goal, preview, according to the needs of tasks by the students after the found problems need to be independent thinking and exploration, on the other hand, Teachers can use mind mapping and other methods to sort out and summarize the Contents of English knowledge, so as to provide full convenience for students' learning.

4.5 Strengthen the clarity of teacher positioning
In addition to the above measures, in order to strengthen the flip approach in college English classroom teaching, raising the level of the teachers also need to clear their own positioning, give full play to students' main body role of teaching, through the guide help, on students' self-study ability, independent exploration and thinking ability training, guarantee the college English teaching process stable and efficient to proceed [7].

5. CONCLUSION
To sum up, college English plays an extremely important role in the development of modern teaching, which has a great impact on the growth of students and the overall operation and development of the school. To avoid the rise in the problem of the traditional teaching, the related teachers need to change traditional teaching concept and method actively, strengthen the application of modern teaching technology and equipment, such as flip, micro class, class related teachers need with the aid of computer, network information and the application of multimedia technology, strengthen the abundant teaching resources, improve the information level of the teaching process, While improving teaching efficiency, the overall quality of teaching work is guaranteed. On the other hand, relevant teachers also need to strengthen the investigation and understanding of students, according to the specific situation and learning interest of students, optimize their own teaching mode and plan, so as to promote the further development of modern college English teaching as a whole.

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Thinking On the Path Of Music Education In Higher Vocational Colleges Under Diversified Background

Yilu Yang
Shunde Polytechnic, Foshan, Guangdong 528300, China

Abstract: Music education as an important course to improve students' music literacy, is a reflection of the concept of quality education, and then in the actual teaching process, the teaching effect is not ideal. This is mainly because the form of music education in higher vocational colleges remains unchanged for a long time, so students are prone to aesthetic fatigue and lose interest in learning. This paper analyzes the status quo of music development in higher vocational colleges, and puts forward some measures to improve it, so as to promote the development of music education.

Key Words: Diversification; Higher Vocational Colleges; Music Education; the Path

1. INTRODUCTION
With the continuous development of education reform in China, quality education has become an important part of education. Music education, as an embodiment of quality education, is not only an important way to cultivate students' aesthetic education, but also an embodiment of college campus culture. Under the background of diversification, economic and cultural exchanges between countries are increasingly frequent. Music is one of the representatives of culture, so it is imperative to diversify music education. It is an important way to promote the development of music education in higher vocational colleges in China to base on the world, to understand the differences between different ethnic music in the world, and to take the essence and discard the dregs. Based on the current situation of music education in higher vocational colleges in China, this paper explores the specific measures to promote the development of music education under the diversified background.

2. CURRENT DEVELOPMENT STATUS OF MUSIC EDUCATION IN HIGHER VOCATIONAL COLLEGES
China's higher vocational college music education in the long-term exploration and development process, has formed a relatively perfect educational structure, while the standardized education mechanism makes China's music education is based on the western education model, through learning from the advantages of western music teaching to promote the development of China's music education. However, in the process of long-term reference, music teaching in higher vocational colleges has an obvious trend of westernization. In the classroom, Western music has become the main teaching content, while the traditional music in China is less involved, which is not conducive to the development of traditional music in China. At present, when cultural confidence is emphasized, the westernization of music teaching makes students know little about the excellent traditional Chinese music culture, but abandon traditional music under the influence of a large number of Western music, making folk music lose its original vitality and becoming an important obstacle to the development of China's excellent traditional culture.

Secondly, music education in higher vocational colleges still adhere to the traditional education model, under the influence of long-term exam-oriented education, colleges and universities in music teaching formed a single procedural teaching model. Music teaching usually takes the form of appreciation and explanation, which makes it difficult for students to have a deep impression on music [1]. And contemporary college students and the network as the common development of generation, the impression of the cyber culture is bigger, the network popular songs such as basic decided the students' music taste, tendency of classical music in music teaching in colleges and universities for students appeal will be dropped substantially, if not positive change teaching form, so more difficult to attract students' interest in learning. This has also become an important factor affecting the effect of music teaching in higher vocational colleges.

3. REFORM APPROACHES OF MUSIC EDUCATION IN HIGHER VOCATIONAL COLLEGES UNDER DIVERSIFIED BACKGROUND
Under the background of diversification of higher vocational colleges music education reform path, is to construct diversified mode of music teaching, through the teaching reform on the one hand can promote national music, inheritance and carry forward the local music in higher vocational colleges, so that more and more students are able to focus on local music, on the other hand also can improve the school music education of the pertinence, Solve the existing problems in the current teaching, so as to constantly improve the quality of music education in colleges and universities. Based on this, it can be developed from the following aspects:

3.1 Expand the proportion of folk music and local music in the teaching content
Under the background of diversification, music education in higher vocational colleges should adhere to national music and local music so as to resist the invasion of foreign culture. Vocational colleges can choose folk music or local music according to their own actual situation, and gradually
reduce the proportion of western music in the teaching content. There are different folk music in different regions. Colleges and universities should have a clear understanding of local folk music and choose the most representative music as teaching materials, such as the duet in northeast China, Xintianyou in northwest China and tea-picking in Lingnan Area, all of which are part of folk music. Folk music, as a form of artistic expression based on the local working people, often has a catchy melody and popular song content. Vocational colleges can select the corresponding content of folk music for teaching according to the actual situation of school students, so as to awaken the national memory of students, which is also an important way to enhance students' interest in learning.

3.2 Strengthen the training of teachers in higher vocational colleges
The faculty of music education in higher vocational colleges directly determines the level of education quality, so improving the faculty is an important channel to promote the improvement of teaching quality. the diversified teaching mode also puts forward higher requirements for teachers' professional quality. On the one hand, colleges and universities should expand the ranks of music education teachers and absorb more music education talents, so as to promote the small-class music education. Teachers can assign students according to a certain proportion, so as to have a clearer grasp of each student's learning situation and carry out tailored teaching. At the same time, higher vocational colleges should provide opportunities for music teachers to further study and learn, so as to continuously improve their professional abilities [2]. For music teachers, they should not only have the corresponding educational knowledge structure and ability accomplishment, but also have keen observation. In the process of application of diversified teaching strategy, the development of teaching strategy in the time of the problem so as to adjust, promoting the fusion of teaching strategies and teaching practice, and learn to adopt diversified teaching methods, to break the traditional cramming education mode in the teaching, confirmed the dominant position of students in teaching, and promote music education quality improvement.

3.3 Combination of education in and out of class
Good music education not only stays in classroom teaching, but also extends to extra-curricular activities, and even achieves the effect of lifelong education. the diversified educational model emphasizes the practicality of music education. Under the guidance of this idea, teachers should promote teaching out of the classroom and into the social life of students. For example, higher vocational colleges can set up music festivals, art festivals and other forms of music activities to provide opportunities for students' music social practice and create a good music campus cultural atmosphere. Teachers should encourage students to apply music knowledge learned in class to daily life, and constantly improve students' ability to understand and use music through practice, which is an effective way to improve the efficiency of music education in colleges and universities. Under the diversified education concept, teachers should introduce the excellent music culture of various countries into classroom teaching, encourage students to actively understand the music culture of other countries after class, and cultivate music talents with international vision.

4. CONCLUSION
To sum up, under the influence of diversity, music education in higher vocational colleges in China has begun to diversify. This requires colleges and universities to change the original teaching methods and teaching content, and bring more nationalized and localized music elements into the music teaching system, so as to promote students' cognition and recognition of folk music. Under the background of diversification, it is necessary to treat the music culture of other countries with an open eye, to take its essence and discard its dross, and to enrich the content of music education in higher vocational colleges, so as to cultivate excellent musical talents with diversified spirit.

REFERENCE
Research On the Current Situation and Strategy of Music Communication Under the Background of New Media

Xin Ye, Yuanyuan Chen
College Of Disaster Prevention And Technology, Sanhe, Hebei 101601, China

Abstract: With the advent of the new media era, the traditional way and mode of music communication have been subversive changes. Based on this, this paper first expounds the current situation of music communication under the background of new media, and discusses the path of music communication under the background of new media.

Key Words: New Media; Music; Spread

1. INTRODUCTION
With the rapid development of new media, music communication has undergone earth-shaking changes both in content and form. With the continuous emergence of various music platforms, music communication paths have become more diverse. Under the background of new media, the traditional mode of music communication no longer meets the requirements of the new media environment, so it is extremely urgent to explore a new way of music communication in the new media era.

2. CURRENT SITUATION OF MUSIC COMMUNICATION IN THE CONTEXT OF NEW MEDIA

2.1 Mobile terminal becomes the main media of music transmission
As an important part of audio-visual art, music communication has always been the focus of musicians and music communicators. After the invention of record by Berliner for the first time in the late 1880s, it officially marked that music communication got rid of the limitation of relying only on text, symbols, scores and other media forms in the past, and realized music communication by directly recording music sounds [1]. Since then, in the process of continuous development and change of music communication media, it has experienced various periods of cassette, CD, digital media and mobile Internet. Up to now, with the popularization of mobile Internet and the rapid development of modern information technology, new media dominated by mobile Internet and intelligent terminals have become the main media of music communication.

2.2 We media has become the main platform for music communication
In the context of new media, whether music can spread in a large area and for a long time depends on many factors, including Internet technology, digital storage and communication technology and whether users' resources can be fully grasped [2]. As one of the emerging technologies, we media has effectively solved the problem of massive music storage and transmission in the past, and has massive storage space to store a large amount of music content. At the same time, we media can digitize and integrate music audio and video, analyze and release them for other users to listen and watch, and provide users with good music experience in such an efficient and convenient form, which has gradually become the mainstream way in current music communication. In addition, "we media" has significant advantages of autonomy, convenience and real-time, and can spread colorful and diversified contents such as pictures, text, audio and video, which can fully provide users with comfortable experience, improve user engagement and help to capture more user resources for music transmission.

3. MUSIC TRANSMISSION PATH IN THE CONTEXT OF NEW MEDIA

3.1 Give full play to the advantages of intelligent mobile terminal platform in music communication
Just as the famous communication scholar McLuhan said, media belongs to the further extension of human beings [3]. In the era of new media, there is an obvious phenomenon of "communication and reception integration" in the way of mass discourse, including intra-person communication, interpersonal communication, organizational communication and mass communication, which all show brand-new characteristics. There are not only one-to-one communication, but also one-to-many communication. For example, instant messaging tools such as micro and QQ in daily use, as well as transaction service platforms such as Taobao and Alipay, can not only set up groups for multi-person discussion, but also allow one-on-one interaction and communication. In this context, due to the constant changes in the media environment, music communication should also conform to the development trend of the Times and make reasonable and effective use of intelligent mobile terminal platform for music communication. At the same time, for music communicators should also continuously to create high quality, excellent, meet the demand of audience, in line with the audience be fond of music works, fully using existing media technology, to high quality music works and the route of transmission for effective integration, using WeChat, trill, quickly, such as the advantages of social networking platform, accelerate the spread of music.

3.2 Innovate and enrich the channels of music transmission
At present, the communication channels of music products have gradually changed from the previous single to multiple channels and compound platforms. First, we media platform has become the mainstream tool and
common means of music communication at present. With the gradual improvement and enrichment of functions of WeChat and related apps, various new media clients have changed from simple content packages to diversified platforms combining content and interaction. Therefore, this requires music communicators to correctly view the relationship between communicators, audiences and media, look at music communication from the perspective of users, and gradually build a new ecological chain of music communication to meet the actual needs of the media industry, music industry and the public in the new media era. Second, promote the full integration of traditional media and new media. Music to spread the TV platform, for example, the previous "super girl", "I'm a singer", "Chinese good voice" and a series of TV variety kind of music are realized with the effective combination of mobile Internet, caused the society's extensive attention and buzz, gained higher ratings, significantly increased music transmission efficiency, enhances the music communication effect, Expanded the depth of music transmission. Therefore, in the context of new media, it is necessary to make reasonable use of the new media platform for music communication, establish a good Internet thinking and vision, based on the mobile Internet, explore the full combination with radio, TELEVISION, newspapers, magazines and other platforms, and constantly enrich new ways of music communication.

3.3 Strengthen copyright protection of music transmission
In the process of music communication in China, there are not only traditional music communication platforms such as QQ Music, Kugou Music and Baidu Music, but also up-and-comers such as NetEase Cloud Music and Changba music, which play an important role in promoting music communication. However, in the period of music transmission by we media and streaming media, we still face the problem of copyright protection of music products. Therefore, it is necessary for music disseminators to establish the awareness of copyright protection of music products, actively protect their legitimate rights and interests, and promote the gradual maturity of music copyright protection. At the same time, relevant departments should also constantly adjust and improve the "Copyright Law" and other laws and regulations, change the previous mode of illegal music transmission, and gradually form the charging mode of legitimate music works. At the same time, digital music communication platform should gradually establish digital music payment mode, and establish the corresponding online legal music payment system. In a word, for music communication, on the basis of innovative communication technology and communication mode, how to create more high-quality music works accepted by the public, active sharing and active consumption is the key to promote music communication under the background of new media.

4. CONCLUSION
To sum up, in the context of new media, mobile terminals become the main media for music communication, and we media become the main platform for music communication. At the same time, music communication embodies the characteristics of more diversified communication subjects, more colorful music products, integration and interaction of communication channels, and users' demands for music are more detailed. However, the current music communication is still faced with problems such as single and homogeneous content, too little classical music content, and insufficient international communication power of music. Therefore, in the era of new media, it is necessary to give full play to the advantages of new platforms such as mobile terminals in music communication, constantly innovate and enrich the ways of music communication, and establish a good awareness of copyright protection of music communication, so as to promote the healthy communication of music.

REFERENCE
Philosophical Thinking On Children's Games
And Its Educational Enlightenment

Shenggang Yu1, Pengjie Wang*  
1. College Of Education Science, Beihua University, Jilin 132013, China;  
2. Kindergarten, Shandong Normal University, Jinan 250014, China  
*Corresponding Author.

Abstract: As a social phenomenon, games carry people's understanding of the world and themselves in different historical periods. Understanding the connotation of games has certain value and significance for the education and development of contemporary children. Children's games contain rich philosophical connotations, such as sanctity; the unity of freedom and restraint; highly valued games in the field of education is reflected in: the manifested subjectivity, life and interaction. the value of games; the educational goal of cultivating "players"; creating an educational environment of "game fields"; and realizing the educational process of "gamification".

Key words: Games; Children; Philosophical Thinking; Game Teaching

1. INTRODUCTION

Game is a social universal phenomenon in human society, which paints mottled colors in the life course of each individual. Philosophers in different historical periods have made multiple interpretations of the nature of games and the relationship between games and people from different perspectives, and profoundly clarified the value and significance of games in the human world. In the sense of pedagogy, games are the "partners" of children's growth, accompanying them through childhood memories that will be remembered for a lifetime. In the game, children learn to know themselves and others, and learn to get along with the world around them under the constraints of rules; children show their own charm and realize the right to choose freely.

2. ETYMOLOGICAL UNDERSTANDING OF GAMES

2.1 "Games" in the Chinese Context

The Chinese character "you" can be traced back to the oracle bone script, and the seal script adds "water" (river) to form "you", which means that students carry the national flag, cross rivers and borders, and visit and study around. Confucius put forward in "The Analects of Confucius: Shuer Pian", "Aspiration is based on Tao", according to virtue, relying on benevolence, and wandering in art. "the "you" here refers to freely seeking the filling of the inner world in the "six arts" activities. In "Xiao Yaoyou", Zhuangzi expressed a leisurely outlook on life and the pursuit of spiritual freedom, reflecting the Taoist attitude to life. "Opera" was first seen in Jinwen, referring to entertainment activities in ancient palaces, and extended to stage performances accompanied by drum music, jokes and play activities. the use of "you" and "play" in conjunction with "play" was first seen in "Han Feizi: Difficulty Three" during the Warring States Period.

2.2 "Games" in the Western Context

In Greek, the difference between "paidia" (play) and "paideia" (education) is only one letter, both of which are related to the growth of "pais" (children). In English, recreation/play/game/fun all have the meaning of "game" in a certain context, but the meanings of the words are very different. Recreation means leisure and recreation; play mostly refers to playing, which is similar to our understanding of games; game means games, competitions, obeying rules, etc.; fun means fun, emphasizing the feeling of games. the combination of "game" (game), "play" (play) and "fun" (fun) constitutes the connotation of game quality. "Game" is an interesting play activity, "play" is the specific behavior of the game, and "fun" is the experience and emotion obtained from the game. [4]

From the perspective of etymology, "games" have different expressions in different historical periods and language backgrounds, but the common definition refers to play and entertainment activities. There are two differences in the understanding and understanding of the game and its status between China and the West. On the one hand, the Western "game" covers a wider range of meanings, including a variety of usages in different contexts, including drama, music, competition, etc. game form; on the other hand, the understanding of the relationship between games and education is diametrically opposite, with a positive view of mutual promotion and a negative attitude on the other.

3. PHILOSOPHICAL THINKING ON CHILDREN'S GAMES

3.1 Play is sacred: stimulating the inner spiritual growth of children

During the primitive society, people's game activities were mostly in addition to gathering and hunting. This
kind of "game" in the non-modern sense was often accompanied by mysterious and sacred witchcraft sacrificial activities, with the purpose of "entertaining the gods" to obtain the blessings of the gods. Heraclitus was the first western thinker to introduce games into the field of philosophy - "The world is the game of Zeus, the self-play of fire"[5]. He compares the world to an eternal living fire, and everything is the "insufficiency and excess" of the living fire, a game of birth and death ruled by the primordial foundation. Play is the sacred process of the living fire transforming all things. In Plato's "States" and "The Laws", play is considered a physical activity in the real world, "derived from the need for all young (animals and people) to jump". [6] In addition, Plato's game is said to be god-like, and he discusses the effect of games on the city-state

The importance of education, seeing city life as a game of God. the game is a ritual of communication between man and God. Through "sacrifice, singing and dancing, when fighting against the enemy, expel the enemy and conquer the enemy, and finally win the favor of God and truly live a life". [7] In the Middle Ages, God became the master of the game, and the divinity of the game and the function of entertaining the gods were more vividly expressed. "God's creation is a game behavior, which is 'accidental'. "[8]

From the "game of living fire" to the "game of God", games have become a unique perspective for philosophers to explore the origin of the world and explain confusion, thereby expressing their awe for all things and mysterious things, and the sacred implication of games can be realized. The importance of education, seeing city life as a game of God. the game is a ritual of communication between man and God. Through "sacrifice, singing and dancing, when fighting against the enemy, expel the enemy and conquer the enemy, and finally win the favor of God and truly live a life". [7] In the Middle Ages, God became the master of the game, and the divinity of the game and the function of entertaining the gods were more vividly expressed. "God's creation is a game behavior, which is 'accidental'. "[8]

From the "game of living fire" to the "game of God", games have become a unique perspective for philosophers to explore the origin of the world and explain confusion, thereby expressing their awe for all things and mysterious things, and the sacred implication of games can be realized. Save. In the eyes of the world, only through noble games can we communicate with God's will and gain inner peace, peace and happiness. For children, the sacredness of games is to promote the generation and growth of children's inner spirit. Play is the instinctive activity of children's physiology. It is not only a reproduction of the life of the ancestors, but also a preparation for the future life. Play is an internal driving force that promotes children's growth, and it is also the result of growth. Games are a special medium used by children to tolerate contradictions in life, adjust chaos, break and transform disliked patterns and realities, and then engage in spiritual participation, enjoyment and carnival. In the process of play, children experience beauty and loss; richness and singularity; victory and defeat. Every game driven by physical and mental devotion can achieve children's emotional climax, making children forgetful, unable to help themselves, and in a "completely sincere attitude". We often say that games are the nature of children. In the imaginary world, children sincerely maintain the atmosphere of games, feel the emotions and wonderful experiences contained in game activities, and gain inner spiritual growth.

3.2 Play is free: children have the right to choose freely. The freedom of the game stems from the thinker's thinking about art, and the main purpose is to "de-deify". the 16th-century Italian literary theorist Carlo Mazzone proposed in "The Defence of the Divine Comedy" that "if poetry is regarded as a game, its purpose is to entertain. "[9] Kant was talking about the characteristics of artistic creation. At that time, he put forward the theory of free games, "Art is different from handicrafts, art is free, and handicrafts can also be called art that earns money. People regard art as a kind of game, which is a pleasant thing in itself. This end is achieved, even if it is fit for purpose; handicraft is a kind of labor, which is an unpleasant thing in itself, and it is only through its effect (such as reward) that it is somewhat attractive, and therefore it is forced. “ [10]. Kant believes that both art and games are essentially free. Only in the aesthetics of art can people achieve the state of games, a feeling of freedom that does not pursue any external purpose and truly belongs to people. the core of Kant's view of games is to emphasize the freedom and aimlessness of games, and games ultimately point to a creative process that is free due to aesthetics. [11] Following Kant's theory of free play, Schiller paid more attention to the importance of aesthetic play to human freedom and liberation, "Only when man is a man in the full sense, he plays; only when man plays, does he play Completely human." [12] Schiller regarded human beings as individuals with "dual natures" of both perceptual impulses and rational impulses, and believed that only through "playing impulses" could one realize the unity of perceptual and rational and become a complete human being.

Kant and Schiller, with the help of art, explored the freedom of the game in one dimension, and strongly advocated the elimination of the divine color, and advocated to publicize the free spirit of human beings as the main body. This subjectivity spirit has been strongly proved in the artistic aesthetic experience, that is, people control the generation, development and process experience of artistic aesthetic activities. Games can be understood as an aesthetic activity that satisfies the needs of people's free activities. Children in the game show their free will as the main body of the game, and decide whether to play or not, what to play, how to play, what to play with, and who to play with. Only in the game can children's rights be recognized, their emotions can be satisfied, their subjectivity can be carried forward, the unity of sensibility and reason can be realized, and they can become independent individuals. This fully reflects the child's definition of play: it is the child's own choice, his own activity.

3.3 Play is constrained: the child voluntarily accepts and recognizes the rules

The constraints of the game are internal constraints derived from the rules. "In all free arts, some compulsive things, generally called 'mechanics', are still necessary, otherwise the mind has no substance, so that it disappears into nothingness." [13] Although freedom is the essence of art (play), However, the freedom of the mind still depends on the substance, and is limited to the accuracy and appropriateness of the artistic language in the field. "Games are not only free and virtual, but also closed and limited. Games are 'performed' within a certain time and space limitation and contain their own processes and meanings; they have absolute and unquestionable rules. And order, or he created order, it is order. "[14] This view puts forward strict requirements on the order of the game,
any slight deviation from the order is an act of destroying the game, thereby breaking the state of the game, Take away the character of the game.

For children, the same constraints exist. The rules of the game are the result of mutual consultation among peers. They accept and admit them voluntarily and voluntarily, and consciously abide by the requirements of the rules. Children can maximize the freedom of games under the rules. The rules of the game are not externally imposed constraints, which are completely different from the real-life requirements of adults. They are an internal self-restraint and the greatest manifestation of the freedom of children's subjects to exert control. The implementation of the rules ensures the smooth development of the game. Children naturally have to take into account the behavioral requirements of the role, consciously regulate their behavior, and the process of adjusting their behavior to meet the requirements of the role is the essence and core of the imaginary game. If this limit is broken, children will be free from the game and slide into a non-play state.

3.4 Games highly demonstrate "subjectivity": children often reach the state of "self-forgetfulness"
The freedom of movement of subjectivity is consistent with subjectivity. To achieve freedom in the game, it is necessary to demonstrate the status of subjectivity in the game. The German philosopher Gadamer explained the composition of a complete game element from the perspective of phenomenology: the game itself, the player and the viewer. Unconventional, he questioned the dominant position of players in traditional game theory, "Games cannot be understood as a human game at all, and all game activities are a process of being played." [15] the value of players It is only in participating in and expressing the game, not an indispensable element. The main body of the game should focus on the game itself, "the charm of the game, the delusional power displayed by the game, is that the game surpasses the player and becomes the master."[16] the way of its existence is self-expression, and the player involved in the game is in accordance with the game. Normative requirements unfold their own behavior, so that their goals fit the game order, so as to obtain self-expression. Gadamer uses artistic performance to confirm this point of view. Whether it is drama or music, there may be countless performers and thousands of performance forms, but the essential characteristics of artistic works will not be caused by performance. The important thing is the presentation and display of the work and the expression of its own meaning. Gadamer's meaning of "translocation of the main body of the game" puts the game itself above the element of human beings. The game uses the tendency to overlook the game to isolate the player from the purpose other than the game, and realize the freedom of the main body of the game. But it also ignores the uniqueness of individual players.

Children’s games naturally need to consider the uniqueness of children’s groups. Children in games have never been attached to the game itself, nor have they regarded the game as a game object. They are always immersed in the game, constantly advancing and retreating freely in the game, showing the integration and integration of "subject" and "anti-subject". Because of this, children's games have a high degree of "subjectivity". Children in games often reach the state of "self-forgetfulness" and have already "betrayed" their own purpose. As the game develops, they wander freely and forget their real self. Children separate themselves from reality in play, and at the same time play brings children closer to reality, which is precisely a manifestation of subjectivity. Children's "self-forgetfulness" in the game is the voluntary "self-forgetfulness" of the subject. Children consciously get rid of their real self and accept an imaginary self, which itself is the result of children's subject consciousness.

3.5 Interaction of games in life: children's games come from life

At the end of the 19th century and the beginning of the 20th century, Western philosophy entered the period of philosophy of language, represented by Wittgenstein. Wittgenstein's philosophy of language theory is divided into two stages. In the early stage, it stemmed from his distrust of everyday language, trying to establish a universal ideal language, and constructing the schema of the whole world in the logical form of language; Usage, the language problem in life, put forward a brand-new pragmatic philosophy - language game theory. The "language game" here is not a form of games in the literal sense, but the activities of using language in human life. "The essence of language games is a method of practice, not speculation or empty talk." [17] Wittgenstein's Philosophy of Language the meaning of "game" in the discussion lies in "life" and "interaction".

Children in game activities also practice "life" and "interaction". "Games breed culture"[18], children's games are the epitome of life, reflecting the real life. For example, the painful experience of "seeing a doctor and giving injections" in children's daily life can be transformed into "doctor and patient" role-playing. The process of hiding and hiding in the game of hide-and-seek can be explained as the evolution of human daily behavior. Children interact with peers or toys, and grow in interaction with the environment.

The meaning of the game has changed over time. Play is sacred and promotes the growth of children's inner spirit; the subjectivity is highly displayed in the game; the game is also the unity of freedom and restraint; the game originates from the children's life and creatively surpasses the life itself. These viewpoints are an important basis for the development of game research. It is important to understand children's concept of play, understand that games promote the development of children's activities, pay attention to children's play roles in social, emotional and cultural adaptability in different social backgrounds, and carry out children's education scientifically. Inspirational meaning.

4. THE EDUCATIONAL INSPIRATION OF CHILDREN'S GAMES

When games enter the field of classroom teaching, ideal game teaching activities should not only inherit the inherent meaning of free choice and self-consciousness in
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games, but also promote multiple positive emotional experiences such as equality, understanding, dialogue, and creation in the teaching process. It is embodied in the educational goal of cultivating "players", creating an educational environment of "game field" and implementing the educational process of "gamification".

4.1 The educational goal of cultivating "players"

4.1.1. Free man
Games are free, and the goal of game education is naturally to cultivate free people, including freedom of physical activity and freedom of spiritual activity. "Players should have a strong body, a healthy physique, and a positive attitude. Only in this way can a free spirit and consciousness be born. "[19] the freedom of physical activity should follow the law of life development and adapt to children's restlessness. Give full play to the educational value of the teaching materials in the big society of nature, completely liberate children's hands and feet, and do not let children gradually close themselves and lose themselves in the sea of questions. the freedom of spiritual activity refers to the flying birds in the mind. Just as the "subjectivity" in the game is highly displayed, it is necessary to cultivate children with self-consciousness. No matter where and when they are, they can always maintain the independence of personality and spirit, and do not influence and be tempted by the outside world; it does not follow the crowd, has its own methods and principles of dealing with people and things, and is an independent spiritual entity.

4.1.2. Those who follow the rules
Freedom does not mean that there are no restrictions. the game itself is also constrained by internal rules and has certain requirements and orders. Children voluntarily accept and recognize it as one of the characteristics of the game. In a real educational setting there are legal system constraints, teacher requirements, expectations to promote child development and academic achievement, etc. Children can consciously obey, in order to achieve the greatest freedom in limited conditions. In the teaching process, it is necessary to let children understand the importance and necessity of obeying the rules, exercise the children's awareness and ability to consciously obey the rules, and gradually cultivate them to learn to formulate and implement the rules.

4.2 Create an educational environment of "playground"
The game takes place in a certain "field", including the visible field and the invisible field. Game teaching creates a "playground" educational environment. Teachers plan and purposefully create an atmosphere that stimulates children's curiosity, mobilizes learning enthusiasm, realizes children's independent will, and promotes the linkage of children's cognition, emotion, will and behavior. The educational environment of the "game field" can be "exciting", so that students can be involved voluntarily and fully immersed in it, so as to form the best emotional state and positive learning motivation. the best way to "stimulate interest" is to create a psychological environment that is both familiar and unfamiliar. First, various elements of education and teaching must have a breath of life, and children can search for them from their existing life experience to satisfy children's psychological environment for the surrounding environment. the second is to invest in unknown factors in an orderly manner in education and teaching. Game teaching not only stems from children's life, but also creatively transcends life itself to satisfy children's thirst for knowledge about uncontrollable factors. the educational environment of "playground" brings children "beautiful enjoyment". Art is the product of beauty, the melody of music, the lines of painting, the plot of the drama, the actions of the performance, etc. are all beautiful emotional experiences. As an educational means to create a "playground", children can be immersed in "emotional" in.

4.3 The educational process to realize "gamification"
"Gamification" is an educational process that is equal, dialogue and generative, entertaining and entertaining. "Equality" refers to the role relationship between teachers and children. As social individuals with independent personalities, children deserve the same recognition and respect. Teachers recognize the dominant position of children, consciously let go of their adult posture, and "squat down" to feel the same vision as children; participate in activities as "playing partners", so that children can feel the friendliness and kindness of teachers. Dialogue is speaking and listening in a relaxed dialogue situation between teachers and children. "The real teacher-student dialogue refers to the educational mutual listening and speaking, which requires teachers and students to open up their spiritual world to each other, so as to obtain spiritual communication and value sharing. "[20] “Generation” refers to teachers and children the result of the interaction. Although the form of generation is uncertain, the process must be the joyful experience of the participants experiencing the game, and the result must be the learning of knowledge and abilities in the joyful experience.

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REFERENCES
Influence Of Huai Opera on Erhu Performance Style

Yao Yu
College Of Normal Education, Longyan University, Longyan, Fujian 364012, China

Abstract: Erhu is widely used as the accompaniment of folk opera and the main musical instrument in the musical instrument ensemble. With the development of national folk music, erhu has played a role in opera, but also in the promotion and development. Today, erhu has become the most stringed instrument with national characteristics. This paper discusses the influence of Huai opera on Erhu performance style.

Key Words: Huai Opera; Erhu Performance; Style

1. INTRODUCTION

Local opera, as its name implies, is a kind of local opera with local characteristics that is popular in specific areas. China has a vast territory and a long history, and has many nationalities. The cultures, languages and geographical positions of different nationalities are quite different. Traditional local operas are spread all over China. Chinese traditional local opera has the characteristics of the Chinese nation. It shows China's national temperament and aesthetics in all aspects. It is a unique opera art integrating China's national music, clothing, literature and dance. Among them are Huai opera, Yue opera, Huangmei Opera, Pingju opera, Guangdong opera, Lu opera, Henan opera, Beijing opera, Jin opera and other local operas, which have a great influence in China.

During the war of resistance against Japan, Huai opera returned from the city to the countryside. Some Huai opera artists participated in the Anti Japanese propaganda. Huai opera became an important means of propaganda against Japan, and more than 40 modern Huai operas were arranged and performed successively. After the founding of new China, it began to enter the stage of prosperity. Xiao Wenyan and others introduced Huai opera from northern Jiangsu into Shanghai metropolis. Huai opera also entered the period of prosperity and development, and began to have branches such as Sheng, Dan, Jing, Mo and Chou. Erhu also joined Huai opera as an accompaniment instrument.

Erhu, known as huqin, has been introduced into the Central Plains since the Tang Dynasty. The development of erhu is closely related to opera. As one of the main accompaniment instruments of opera, the exploration and innovation of opera determines the diversity of Erhu performance. Different local operas have a significant impact on Erhu performance style. This paper discusses the impact of Huai opera on Erhu performance style.

2. THE MUTUAL INFLUENCE BETWEEN HUAI OPERA MUSIC AND ERHU PERFORMANCE STYLE

After the founding of new China, the art of Huai opera has become more and more mature in Jiangsu and Shanghai. A large number of Huai opera troupes have been established successively, which have been enriched and improved in various artistic forms such as music, performance and accompaniment. A large number of traditional and innovative plays have been recorded and performed. Such as beating golden branches, Zhao Wuniang, Peacock Flying Southeast, etc. Among all kinds of accompaniment instruments in traditional opera, erhu is an indispensable accompaniment instrument in traditional opera music.

2.1 Erhu performance and Huai opera actors

Erhu accompaniment is inseparable from the cooperation of opera actors. Accompaniment is the basis of opera, and erhu accompaniment is inseparable from the performance of actors. Erhu accompaniment exists in opera bands. To change the style of opera accompaniment according to different music characteristics, it needs to be interdependent, coordinated and inseparable with the band. As an actor, we must first understand the singing and language of Huai opera music, and then be able to control the band. The band should be familiar with the singing of the actors and understand the singing style of the actors. We should mainly use the four performance techniques of package, let, send and welcome to adjust the performance style according to the personality of the actors, the actors and the band should cooperate with each other to make Huai opera more attractive.

Erhu, as the most important accompaniment instrument in Huai opera, plays its own role and performs a good opera. It not only needs the tacit understanding with the actors, but also needs the cooperation with the accompaniment. Even if the actor sings well, without a good zither player, he will still feel indifferent and lack of beauty, so that there is no color change before and after the music, and the audience can not better integrate into the music. Huai opera actors should constantly strengthen their cultural knowledge and professional quality, infiltrate into the music according to the different characteristics of Erhu accompaniment, and integrate with erhu accompaniment. Although erhu accompaniment only plays an auxiliary role, it occupies a dominant position. The singing of actors needs the guidance of accompaniment. Accompanists should also be familiar with the regional style of Huai opera music, actors' singing and humanistic environment to summarize the performance style of erhu.

If you only know to play your part without cooperating with the actors, the music will become chaotic and tacit, and can not attract the audience. Therefore, there is a close relationship between the actors of Huai opera and the performance of erhu. The performance of Huai opera is inseparable from the echo of erhu. Erhu also dominates the transformation of the overall music of Huai opera and
plays a dominant role in Huai opera. The two complement each other.

2.2 Emotional expression of Huai opera performance and erhu performance

In the performance of Huai opera, the erhu performance should first analyze the theme of the music, study the changing characteristics of the music, and change the erhu performance techniques according to the emotions that need to be expressed by understanding the character characteristics and story plot of the opera. Analyzing the story plot and character characteristics of music is a compulsory subject for an excellent erhu player. Only by understanding the development of the story plot of music, finding out the soul of music and analyzing the changes of character characteristics can we fully integrate ourselves into the music, render and contrast the music at the same time, and make the emotional expression of music more clear. The emotion during performance needs to change with the development of the story, the character and the theme of each section. The performance of Huai opera is mainly a form of performing art formed according to local folk stories and folk music. It mainly expresses people's deep artistic feelings through opera music. The emotion of erhu performance affects the development of drama plot and the expression of emotional color of drama. Therefore, Huai opera is inseparable from erhu performance. Erhu performance lays the foundation of emotional expression of Huai opera performance and sets off the emotional charm of Huai opera music.

2.3 The interaction between Huai opera music and erhu performance

Huai opera and erhu performance interact with each other. They keep pace with the times and develop together. With the diversity of the development of the times, Huai opera music has developed from the initial unaccompanied art form to the present band performance. The middle development has a process of no language expression. Erhu has developed from the previous accompaniment instrument to the present solo instrument, and its development process is obvious to all. At first, erhu was only used as an accompaniment instrument in traditional opera music. With the development of traditional opera music, the performance form of Erhu has been gradually enriched and its status has been improved day by day. The timbre of Erhu performance is similar to human voice. It can skillfully imitate the singing of opera music and accurately express the changes of characters' personality by using its own playing skills. The formation of Huai opera music style is closely related to the local geographical environment, history, culture and language, and the change of Erhu performance style is also closely related to history, culture, language, geographical environment and folk customs. Huai opera promotes the development of Erhu playing style, and the diversity of Erhu playing style also promotes the development of Huai opera. The two are interrelated and interrelated. The change of Erhu playing style cannot do without the exploration of Huai opera's charm, and the coordination of the Huai opera band. The two elements are integrated into one body and take the essence.

3. CONCLUSION

Under the influence of economic globalization, China's economy, culture and art are also influenced by it. A large number of Western art and culture have been introduced into China. When we learn western culture, we forget the traditional Chinese opera and erhu art, and neglect to retain its original artistic essence. In today's society, China's traditional art and culture, the development and inheritance of opera art and erhu art is the primary research content.

While developing opera and erhu art, we should always keep in mind the word "inheritance". Inheriting and developing Chinese traditional art is an obligation and responsibility that must be fulfilled. On the basis of accepting the edification of western culture, improve their own aesthetic taste and inherit Chinese traditional culture and art.

In recent years, the teaching of Erhu art has been westernized, and the innovation of traditional art has gradually separated from Chinese traditional opera. We should pay attention to the protection of Chinese traditional art. The development of Erhu originated from traditional opera, while erhu learned and innovates, absorbing the essence of drama, exploring and innovating, carrying forward China's national folk music and erhu art in Chinese traditional opera.

Erhu art has become an excellent music art with Chinese characteristics. Its formation is later than opera, but it occupies a certain position in the development of opera. The development of Huai opera needs the cooperation of Erhu performance. As the main accompaniment role, erhu and Huai opera complement each other. The development and inheritance of Huai opera is related to the development of erhu. Erhu plays a leading role in Huai opera, perfectly interprets Huai opera and contributes to the development and inheritance of Huai Opera. Huai opera also provides conditions for Erhu creation and renders Erhu art. In addition to learning the erhu culture in Huai opera, we should also learn a lot from the rich opera experience of our predecessors, carry forward traditional opera, learn innovation and reform, and contribute to the development of national folk music.

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REFERENCE

Research On the Characteristics And Practice Of Higher Vocational Enterprise Colleges From the Perspective Of Industry-Education Integration

Hongyao Zhang
Shazhou Professional Institute Of Technology, Zhangjiagang 215600, Jiangsu Province, China

Abstract: Under the background of the integration of industry and education, the enterprise college of higher vocational colleges is a talent training mode of the cooperation of different subjects of schools and enterprises, and also a way of the integration of vocational education reform and innovation and enterprise transformation and upgrading. Based on this, from the perspective of industry-education integration, this paper explores the characteristics of the Times and practical exploration of higher vocational enterprise colleges.

Key Words: Industry-Education Integration; Enterprise College; Higher Vocational Colleges

1. INTRODUCTION
Since the founding of new China, China's vocational education has experienced long-term development and formed a large-scale system. Vocational education is the main field to train craftsmen and qualified successors of socialist modernization. The integration of industry and education is the key direction of the development of Vocational education in China in the new era, while enterprise college is the product of the collaborative education mode between the two parties under the background of the integration of industry and education [1]. Enterprise college is mainly composed of two different subjects, vocational colleges and enterprises. Both sides fully integrate and reconstruct educational resources, educational means, educational objectives, educational channels, educational evaluation and other contents on the basis of fully following the objective law of education, the characteristics of physical and mental development and the actual demand of the society for talents. Enterprise colleges pay more attention to the different needs of enterprises and society for talents, break through the constraint of single learning space in the past higher vocational colleges, and effectively link the pre-service and post-service learning stages to ensure a good combination of students' study and work, which is of great significance for promoting vocational education reform.

2. CHARACTERISTICS OF THE TIMES OF HIGHER VOCATIONAL ENTERPRISE COLLEGES
2.1 Clearly define the educational concept for the development of students
Moral education is the fundamental task of enterprise college, that is, to cultivate all-round development of high-quality skilled personnel to the society. Therefore, in the teaching process of enterprise colleges, more attention is paid to the actual needs of students, and the teaching services provided are more targeted and personalized, so as to realize demand-oriented precise education and efficient teaching services.

2.2 Diversified teaching staff, informationalized teaching content and personalized teaching methods
Under the background of the integration of industry and education, the teaching staff, teaching content and teaching methods in enterprise colleges are endowed with new characteristics. First, the teaching staff is more diversified. Teachers from higher vocational colleges, technicians from enterprises and artisans from industries cooperate in teaching and teaching, provide targeted teaching services according to students' learning needs, and fully integrate and optimize educational resources [2]. Second, the teaching content is more informationized. With the development of modern information technology, more emphasis is placed on the symmetry of knowledge and information, and students are more eager for knowledge and skills in different aspects. Modern education and teaching are no longer limited to the classroom, campus culture, enterprise culture, innovation culture, scientific research culture and so on gradually become the new needs of students. At the same time, the continuous emergence of various new knowledge and new technology has also put forward higher requirements for teaching materials, and loose-leaf teaching materials have become the necessity of enterprise colleges. Thirdly, the teaching methods are more personalized. The teaching methods adopted by the enterprise college in the new era should consider students' learning situation and actual needs, and teachers should actively formulate individual learning plans for students. In the teaching process, reasonable integration of hybrid teaching, situational teaching, task-driven teaching, etc., stimulate students' interest in learning, develop good learning habits, improve learning effectiveness.

2.3 Reform of school status, credits, length of schooling and study management
With the promotion of enrollment expansion in higher vocational colleges, significant changes have taken place in the source group of students, and at the same time, it has led to changes in credit, school system, school status, learning management and other aspects. At present, vocational education attaches more importance to quality education, and professional course teaching not only needs to teach students professional knowledge and skills, but also needs to teach students culture, values, life style and other aspects. On the one hand, professional teaching
should serve social production, on the other hand, it should also serve practical life.

3. PRACTICAL EXPLORATION OF HIGHER VOCATIONAL ENTERPRISE COLLEGE

3.1 Always adhere to public welfare education

At present, the practical exploration of the construction of enterprise colleges in higher vocational colleges is still in the preliminary stage, and there are still many problems. Many enterprise colleges are only superficial. Therefore, higher vocational enterprise colleges should always adhere to the principle of running schools for public benefit, which is also the essence of enterprise colleges. The fundamental purpose of enterprise college is to train talents in line with the actual needs of the industry and enterprises and promote the development of industrial technology innovation [3]. Enterprise profit is the premise of survival, and enterprise interest demand is the driving force to participate in school-enterprise cooperation, so it is not a long-term solution to require enterprises to donate or contribute to participate in school-enterprise cooperation. Therefore, higher vocational colleges should set up an open mind, correctly view the cultural collision between schools and enterprises, reasonably consider the return of enterprises, and on the basis of adhering to the public welfare education, re-sort the responsibilities, rights and interests of both schools and enterprises. At the same time, higher vocational colleges need to strengthen communication and interaction with enterprises, increase the long-term benefits of enterprises' participation in school-enterprise cooperation, and improve the enthusiasm of enterprises' participation.

3.2 Establish standards for selecting school-enterprise cooperative enterprises

In order to ensure the sustainable and healthy development of school-enterprise cooperation, higher vocational colleges need to establish clear standards for selecting cooperative enterprises, that is, they need to know what kind of enterprises to cooperate with to build secondary colleges, which is also an important prerequisite for constructing enterprise colleges. The talents trained by enterprise colleges need to meet the requirements of the advanced level of the industry or be able to lead the industry, which requires the cooperative enterprises to be among the best in the industry. Therefore, when selecting cooperative enterprises, vocational colleges should focus on evaluating the enthusiasm, interest demand, development strategy, industry status and human resource advantages of enterprises participating in cooperative education, and select enterprises with strong cooperative willingness and comprehensive strength. At the same time, higher vocational colleges also need to have a good recognition of corporate culture, the selected cooperative enterprises should have a strong sense of social responsibility and the concept of serving the society. Only when higher vocational colleges and enterprises agree on values, can they effectively prevent conflicts of interests, reduce unnecessary conflicts in the process of cooperation, and ensure the sustainable development and long-term effect of school-enterprise cooperation.

3.3 Establish a school-enterprise collaborative education mechanism

Collaborative education mechanism is the basic guarantee to promote school-enterprise cooperation and realize the integration of industry and education. Enterprise college in higher vocational colleges and the enterprises need to discuss two main talent training plan, change the traditional practice, constantly optimize and improve the professional curriculum system, changing teaching mode, the innovation teaching evaluation way, to form a first-class faculty, strong teaching research practice base construction, college provides a good support for the enterprise.

4. CONCLUSION

To sum up, the integration of industry and education is the development direction of vocational education in the new era, as well as the necessary process to promote the good interconnection between pre-service and post-service education, promote the reform of education supply side, and form a lifelong education system. Enterprise college is the product of school-enterprise cooperation in running school under the background of industry-education integration. But from the actual situation, many enterprise colleges still face many practical difficulties. Therefore, higher vocational enterprise colleges need to start from the construction concept, cooperation mechanism, education mode and other aspects, give full play to the advantages of enterprise college education, to ensure the healthy and sustainable development of higher vocational enterprise colleges in the new era.

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REFERENCE


Application of songs in children's English Teaching

Lili Zhang
The Middle School Affiliated To Ningxia University, Yinchuan, Ningxia 750021, China

Abstract: Under the situation of innovative education, strict standards are also put forward for children's English teaching. It is required to stimulate students' interest in English learning, cultivate students' core English literacy and have good oral communication ability. Therefore, it is necessary to innovate the teaching mode, and English songs can play a positive role in children's English teaching. This paper analyzes and discusses the application of songs in children's English Teaching for reference.

Key Words: Song; Children; English Teaching; Application

1. INTRODUCTION
Children are naturally lively and active. They are very passive in the traditional English teaching mode, which is difficult to stimulate students' enthusiasm for English learning. Relevant research shows that relaxation can improve students' learning efficiency. Therefore, trying to apply English songs in children's English teaching and mobilizing students' enthusiasm for classroom participation plays an important role in improving teaching quality. Therefore, teachers should pay attention to the selection of English songs in the application of English song teaching. They need to choose English songs that can be helpful to the teaching task in combination with the syllabus.

2. SPECIFIC REQUIREMENTS FOR THE APPLICATION OF SONGS IN CHILDREN'S ENGLISH TEACHING
In the current quality education teaching work, we need to pay attention to the teaching ideas and teaching methods of English teaching, which have different teaching requirements for students at different stages. English songs are not only interesting, but also can be used as a language input form of multi sensory stimulation, which can effectively promote children's English language output ability. In children's English teaching, junior students are required to be able to sing about 10-20 English songs, while for senior students, students are required to be able to sing 20-30 English songs. Therefore, we can know that songs are extremely key and important in children's English teaching. When recruiting and selecting English teaching talents, schools need to take into account the teaching ability level of candidates, master certain music knowledge and have relatively high music literacy and music skills. Songs play an extremely key and important role in children's English teaching, the specific teaching strategies are shown as follows.

3. SPECIFIC TEST STRATEGIES FOR THE APPLICATION OF SONGS IN CHILDREN'S ENGLISH TEACHING

3.1 Organically integrate the content of song teaching materials
In order to improve the efficiency and quality of children's English teaching, the content of song teaching materials can be applied to English teaching, so as to change the traditional situation and teaching mode of children's English teaching, and the teaching materials other than teaching materials can be effectively applied, the tracks suitable for difficulty can be selected, and the content of song teaching materials can be optimized. Therefore, we can establish a children's English song teaching research group to improve the practicability and effectiveness of teaching research. For the integrated song teaching materials, we need to improve the quality of teaching materials, so as to improve and perfect the song English teaching mode [1].

3.2 Create a good teaching atmosphere in a beautiful music atmosphere
Music is a special art form, the artistic beauty produced by music is very beautiful, which can bring people beautiful enjoyment and pleasant mood. English songs are a type of music. When applied to English teaching, it is necessary to choose English songs that meet the teaching needs and meet the learning needs of children's students. In particular, some beautiful music can bring students into a beautiful atmosphere. Students can feel wonderful in this atmosphere and stimulate students' interest and enthusiasm in learning English. Then students can hum or dance with the rhythm of the song, so that students express their inner feelings, which also creates a good teaching atmosphere.

3.3 Organic fusion singing analysis leads to vocabulary and grammar knowledge
Because the vocabulary and grammar knowledge in English teaching is more abstract and difficult to understand, and children will feel difficult and laborious in learning. If students gradually understand and master vocabulary and grammar knowledge by using songs, students will feel natural and easy. Under the guidance of English teachers, students can gradually master the specific meaning and related knowledge. English songs contain a large number of words and rich grammar knowledge. Students can constantly accumulate vocabulary and grammar knowledge in the process of singing, and some sentences and grammar in children's English teaching can be reflected in songs. We can expand and input relevant knowledge with the help of song text, simplify or deepen the text content, so as to help children master more English knowledge in the form of easy understanding.

3.4 Cultivate students' listening ability and enhance students' English language sense
English is a language subject, so it is necessary to cultivate students' good language sense in teaching, which will help students master and apply English knowledge and cultivate students' good English expression ability. Therefore, by letting students listen to English songs repeatedly, students can experience the expression of English knowledge in English songs, and then actively exercise and cultivate students' listening ability, and finally enhance students' English language sense [2].

For example, when learning numbers, you can play the song "number song", so that students can master the English pronunciation of numbers in the rhythm of music, and exercise students' listening ability in the song playing. When learning songs and mastering the correct English pronunciation of numbers, it enhances students' self-confidence.

3.5 Assist students in composing music and train students' language organization ability

In children's English teaching, we need to help students master a lot of English knowledge, which can play a positive role in students' next learning. First of all, we need to stimulate students' interest and enthusiasm in learning. The application of songs to assist children's English teaching can play a good role. Under the infection of songs, students can have interest and enthusiasm in learning, and students can master knowledge in a good atmosphere. In order to cultivate students' language organization ability, it is necessary to use songs to assist students in composition creation, which changes the traditional teaching mode, innovates the teaching content and enriches students' learning methods. For example, after classroom teaching, English teachers can let students use the knowledge they have learned to compose music and create songs by themselves. Students can be curious about this learning method and actively participate in the creation of music works. Students can apply the knowledge they have learned to practical operation, which improves students' understanding of English learning, achieves the purpose of applying what they have learned, deepens students' memory and mastery of knowledge, and exercises students' language organization ability [3].

3.6 Take students as the main body of teaching and enhance communication between teachers and students

In children's English teaching, we need to take students as the main body of teaching, so as to reflect the status of students. To improve the quality of English teaching, we need to use English songs for teaching and carry out teaching work around students, so as to enhance the communication between teachers and students. In English teaching, if it is found that students' pronunciation can not meet the standard or the lyrics can not be mastered when singing English songs, at this time, the English teacher needs to let students listen to this English song repeatedly and carefully, so that students can gradually realize the wrong part, so that students can gradually realize the importance of standardizing English learning, and cultivate and exercise students' thinking ability and independent learning ability. It enhances the communication between teachers and students, strengthens the interaction, and improves the interest and practicability of teaching.

4. CONCLUSION

In a word, the application of songs in children's English teaching is extremely critical and important. Effective ways and methods need to be applied, which needs to meet the needs of children's English learning and the requirements of children's English education, stimulate students' interest and enthusiasm in learning, improve students' understanding of English songs in English teaching, and strengthen students' understanding of English knowledge. Therefore, we can organically integrate the content of song teaching materials, create a good teaching atmosphere in a beautiful music atmosphere, organically integrate singing, lead to English vocabulary and grammar knowledge, cultivate students' listening ability, enhance students' English language sense, assist students in composition and creation, exercise students' language organization ability, take students as the main body of teaching, improve the communication between teachers and students, and then improve the efficiency and quality of College English teaching.

REFERENCE

Exploration of mixed reform mode of Automobile Construction and Principle course

Lu Zhang
Shandong Industrial Vocational College, Zibo, Shandong 255000, China

Abstract: In view of the problems existing in the current teaching of automobile construction and principle, this paper introduces the OBE into hybrid learning, and explores the online and offline hybrid course reform mode from four aspects: teaching content and class allocation, teaching organization form, course assessment form, and course resource construction. Through exploration and application in practice, we hope to enhance the teaching effect of this course and improve students' professional level and comprehensive quality.

Key Words: OBE Education Concept; Automobile Structure And Principle; Mixed Curriculum Reform;

1. INTRODUCTION
Outcome-oriented Education (OBE) refers to the process of organizing, implementing and evaluating teaching centering on expected learning outcomes. As one of the development trends of higher education in the world, the concept of OBE education is also one of the main directions of China's engineering education reform. "Automobile structure and Principle" course is an important professional basic course in automobile professional courses of higher vocational colleges, and its importance is self-evident. Intention in this paper, aiming at some problems in the practice of teaching this course, in line with "take the student as the main body, teacher as the leading" principle, with OBE's education idea as the guidance, to online hybrid curriculum reform as the carrier, from the teaching content and class distribution, teaching organization form, curriculum evaluation, curriculum resource development four aspects put forward concrete measures and Suggestions of reform.

2. CONTENT SELECTION AND CLASS ALLOCATION
According to the automobile specialized automobile structure and principle of knowledge associated with the course requirements, the mainstream of the car class in higher vocational colleges students post car mechanic and car maintenance, car salesman as a starting point, course group together according to the requirements of the industry development of enterprise and professional post actual work task need knowledge, ability, quality requirements, Adhere to the principle of "teaching objectives consistent with social needs, curriculum content consistent with enterprise work tasks", the selection of content. In view of the overall quality of students at present, the course content is integrated into four modules, which take each component as the main body. the fragmentation, standardization and sequential ordering of the course knowledge points are in line with the cultivation rules of vocational students' vocational ability, and lay a good foundation for students' sustainable development. In terms of the organization of teaching content and the allocation of class hours, 4 teaching modules and 16 sub-modules of this course are determined according to the requirements of each module on knowledge, ability and quality. See the following figure for details.

Figure 1 Course content selection and class hour allocation

3. TEACHING ORGANIZATION FORM
In teaching, we follow the teaching concept of "student-centered, teacher-led", and implement a task-driven, problem-oriented, online and offline hybrid teaching supported by the online teaching platform on campus. the online and offline hybrid teaching mode based on tsinghua online platform can be divided into three stages: pre-class learning mainly involves online learning through mobile MOOC. In the learning stage of class, students' interest in learning is stimulated by different teaching modes and methods, such as task-driven, life-oriented, project-oriented and scenario-based learning. At the same time, the platform virtual simulation, virtual reality, online testing and other interactive online learning. In the after-class learning stage, I mainly finish the extended homework online and practice offline. In the three learning stages of students, the implementation of the process, diversified evaluation, to mobilize the enthusiasm and initiative of students learning. Learn lessons according to the characteristics of the learning content and ease the selection of different teaching mode, actively explore diversified evaluation, to mobilize the enthusiasm and initiative of students learning.

4. COURSE ASSESSMENT
The assessment of online and offline hybrid teaching adopts process and diversified assessment, which is different from that of traditional teaching. In the process of learning projects or knowledge points, students' scores and abilities are comprehensively evaluated in combination with pre-class preview tasks, classroom
performance, simulation training and after-class extended homework to form daily scores. Finally, the final score of this course will be formed by the ratio of the usual score, stage assessment and final examination paper according to 5:2:3. Student grade composition = Process assessment 50% + stage assessment 20% + final assessment 30%. This examination method is conducive to mobilize students' learning enthusiasm and initiative, and also conducive to the interaction between teachers and students, and provides a basis for teachers to timely adjust teaching strategies, improve and perfect teaching activities.

5. COURSE RESOURCE CONSTRUCTION
In line with the principle of "knowledge fragmentation, knowledge structure systematization and difficult knowledge visualization", diversified resources to meet online and offline teaching and learning needs are developed through multiple channels to comprehensively cover all basic knowledge and skill points of the course, and optimization and construction are focused on the following two aspects.

(1) Classify and sort out the original teaching resources
The original teaching resources are classified according to online and offline teaching needs, compared with the course resources needed to achieve the course objectives, and sorted out the resources that need to be developed for course construction. The sorting must combine the opinions of enterprises and industry experts, and integrate the characteristics of the industry and the development trend of the industry.

(2) Resource optimization construction
Course resources should cover all knowledge points and skills involved in the course, and be constantly updated to reflect the latest achievements of teaching research, and strive to achieve the systematization, rationalization and logic of resources. Resource types include course standards, introduction, syllabus, teaching calendar, presentations, teaching videos, teaching cases, examples, assignments/papers, simulation resources, animated pictures, literature resources, FREQUENTLY asked questions, teaching courseware, micro-lesson videos, podcast units and other media materials.

REFERENCE
Research On Talent Training Mode Of Private Colleges And Universities Under the New Normal

Wenjing Zhang
College Of Art, Zhengzhou University Of Science And Technology, Zhengzhou, Henan 450064, China

Abstract: Our country current economic development has entered a new normal, and the society has higher and higher requirements for the quality and quality of talents in Colleges and universities, especially private colleges and universities. As an important force in the development of higher education, private colleges and universities should actively explore the training mode of suitable talents from the perspective of external requirements and their own development conditions. Establish an effective interdisciplinary and interdisciplinary talent training system, build a reasonable curriculum system, enhance practical ability, and innovate the teaching methods of in-depth integration of information technology and teaching. Deepen the school enterprise cooperation mode of innovative talent training, promote international talent training, improve the quality of talent training, and meet the social needs of talent training under the new economic situation.

Key Words: New Normal; Private Colleges And Universities; Applicable Talents

1. INTRODUCTION
Based on the current accurate grasp of China's economic development stage, economic development has entered a new normal period, which is also based on the scientific judgment of the changes in the international economic development cycle. At the same time, it is also a rational choice based on the fact that China is still in a period of major strategic opportunities. The expression of "new normal" is accurate and deeply reflects the important characteristics of China's economic transition from high-speed growth stage to high-quality stage. In this case, the talent training of private colleges and universities is inevitably affected by the economic environment and faces new challenges. This challenge forces private colleges and universities to realize the transformation of talent training path in the future, so as to cultivate more applicable talents for the needs of society under the new economic normal and continue to grow in the fierce market competition.

2. THE ENLIGHTENMENT OF THE NEW NORMAL TO THE TALENT TRAINING MODE OF PRIVATE COLLEGES AND UNIVERSITIES
Under the new normal of economic development, a large number of new technologies, new products, new forms and new business scales have emerged. In order to adapt to this development trend, China's private colleges and universities must adapt to the changes of the times. Private colleges and universities should cultivate talents with innovative consciousness and spirit.

In 2021, the Ministry of Education released the list of national colleges and universities in 2021. As of September 30, 2021, there are 3012 colleges and universities in China, including 2756 ordinary colleges and universities (1270 undergraduate and 1486 junior colleges) and 256 adult colleges and universities. It can be seen that private colleges and universities have become a new growth point in the development of higher education. However, as China's economic growth enters the new normal, social requirements for the quality of personnel training continue to improve. So in the current situation, we must change the practice of seeking survival by quantitative expansion and strive to improve the quality of talent training. In order to make the students trained by themselves find a place in social employment, so as to enhance the influence of the school in the society. Only through this way can students enter private schools and truly master their parents' ability to enter private schools. The Ministry of Education of the people's Republic of China has made a plan to adjust the educational structure and is ready to turn 600 ordinary colleges and universities into colleges and universities for training applied talents among the existing ordinary colleges and universities. This is a great challenge for the existing private colleges and universities. Only by making plans and making arrangements in advance can we plan ahead.

Therefore, at present, close to the new normal of economic development, cultivating suitable talent training mode has become the key to the reform of private colleges and universities. The analysis method, enlightenment and theory of new economic normality provide a basis for building a new platform for the normal development of higher education. In talent training, we should pay attention to the connotation development with quality as the core, and cultivate good information literacy and cultural literacy. Private colleges and universities continue to explore how to cultivate multi specification applied talents with innovative consciousness and spirit.

3. PROBLEMS EXISTING IN THE CURRENT TALENT TRAINING MODE OF PRIVATE COLLEGES AND UNIVERSITIES
3.1 Fuzzy setting of talent training objectives
At present, the talent training objectives of many private colleges and universities are not clear, and the talent training objectives of similar majors are vague. When setting the training objectives, we do not consider the...
demand of economic development for innovative talents under the new normal. When most private colleges and universities formulate talent training plans, they only formulate talent training objectives in a formal way. In the implementation of the actual teaching plan, the curriculum is not set up in full accordance with the talent training objectives. Due to the different value orientation of higher education services, the training of Applied Talents in private universities is different from the positioning and training mode of other research talents and research teaching talents. Accurately positioning the training objectives can effectively pay attention to the application of talents and effectively integrate the teaching contents and teaching methods into the training of applied talents.

3.2 The construction of teaching curriculum system is incomplete There is no unified standard for the curriculum of each private university, and the teaching time of the curriculum is also different. There are more theoretical courses and less practical courses, and the cultivation of students' practical ability is still lacking. In the talent training mode of private colleges and universities, the proportion of practical teaching is relatively low. Practice teaching is not standardized, and some schools even have empty practice bases, which do not play a real role.

3.3 Unreasonable teacher structure and lack of "double qualified" Talents The teacher structure of teachers in private colleges and universities is unreasonable. From the perspective of the cultivation of Applied Talents in private colleges and universities, the introduction of teachers in private colleges and universities focuses more on teaching and theory. Teachers are generally younger. Most teachers come as teachers after graduation. Enterprises do not pay enough attention to the participation of senior talents and industry experts, and schools do not pay enough attention to the cultivation of teachers' practical ability.

3.4 Private colleges and universities lack effective sharing and communication of professional construction in the process of running schools Limited by the different sequences of colleges and universities, private colleges and universities need to face the embarrassing situation of Building Universities behind closed doors to a certain extent. It is difficult for colleges and universities with profound academic experience to break the barriers to the cultivation of excellent talents. At the same time, in the current system, the professional teaching team of public colleges and universities and the mechanism of inter school teaching in private colleges and universities have not yet been implemented. The small-scale mutual assistance of high-quality educational resources makes the starting point of talent training and application of private colleges and universities low.

4. EXPLORATION ON THE TRAINING MODE OF APPLICABLE TALENTS IN PRIVATE COLLEGES AND UNIVERSITIES

4.1 Achieve clear and scientific talent training objectives In 2010, the outline of the national medium and long term education reform and development plan (2010-2020) (hereinafter referred to as the outline) deliberated and adopted by the State Council pointed out that private colleges and universities "should cultivate innovative, practical and compound talents for the country and society". [Guo Liangjun, improvement of school development planning - from the perspective of strategic management. Teaching and management. 2011 issue 11 p13-p15] as the most authoritative national education development programmatic document in China, the outline points out the highest goal of talent training for private colleges and universities in the new era.

Through the historical evolution of the highest goal of talent training in higher education, it is not difficult to find that the highest goal of talent training in higher education has gone through the development stage from training "theoretical and academic talents" to training "applied and innovative talents". [Research on talent training mode of private colleges and universities from the perspective of supply side structural reform http://www.doc88.com/p-9611333208612.html] Private colleges and universities should take the highest goal as the blueprint, adjust the talent training objectives in combination with the national economic environment and regional development, and formulate specific objectives in line with the national economic structure and regional industrial structure.

4.2 Establish an effective interdisciplinary and interdisciplinary talent training system Private colleges and universities should combine the training objectives of applicable talents, determine the operable talent training plan of top-level design, and establish an effective interdisciplinary and interdisciplinary talent training system. Advocate students to carry out multi-disciplinary learning, cultivate various abilities and cultivate a comprehensive group of suitable talents.

In the training of Applied Talents in private colleges and universities, the teaching module of private colleges and universities should be gradually constructed according to basic disciplines, basic theory courses and interdisciplinary courses. Cultivate a comprehensive knowledge system for private college students and form a deep-seated, extensive and interdisciplinary knowledge system. Cultivate suitable talents to cope with the situation. In the work of subsequent professional groups, they have the ability to transfer corresponding skills and skills.

4.3 Build a reasonable curriculum system and enhance practical ability To establish a reasonable curriculum system, we must design a relatively complete curriculum group/group based on interdisciplinary and interdisciplinary training objectives, guided by professional training objectives, combined with knowledge and ability system and market demand, so as to ensure the systemateness of the curriculum. The curriculum of private colleges and universities should meet the needs of social development and enhance students' practical application ability and innovation and entrepreneurship ability.

With the continuous emergence of some emerging industries and high-tech industries, we must appropriately adjust the professional setting and teaching plan of the
school. Some emerging industries, such as artificial intelligence, Internet of things, social work, social health industry, big data and other high-tech fields, have greater demand for social talents. Under appropriate circumstances, college students can enter the real workplace to study and work. Private colleges and universities should make appropriate choices according to their ability to set up schools. For ordinary general occupations, social demand is reduced, and college students have difficulty in employment. To have the spirit of "broken arm survival", giving up today is to survive better tomorrow. Private colleges and universities should establish professional application teaching plans, focusing on application effects and standards. the latest scientific and technological achievements and theoretical research achievements should be fully reflected in the teaching plan, so that college students can understand the frontier and future trend of scientific and technological development.

4.4 Innovate the teaching methods and contents of the deep integration of information technology and teaching. Deepen the reform of higher education and teaching, actively adapt to the personalized development of learners, diversify the needs of lifelong learning, and cultivate students who "have a complete knowledge structure, strong practical ability and outstanding sense of innovation". Private colleges and universities must innovate teaching methods, pay attention to the reform of teaching methods and methods, and try personalized, innovative and exploratory teaching methods. Promote the application and sharing of high-quality educational resources, improve the quality of education and teaching, and promote the cultivation of applicable talents.

With the continuous progress of science and technology, the teaching content often lags behind the development of science and technology. As a private university, how to overcome this deficiency and make the teaching content in the leading position is very difficult. But this is another key point that must be done in the field of talent training. Keeping new teaching contents is the only way to attract students to study and work.

In the process of cultivating applied talents, private colleges and universities should strengthen cooperation with industries, enterprises, scientific research and technology promotion units with the same or similar majors, and carry out effective skill and practical cooperation. Give full play to the advantages of order and module training, so that college students can effectively carry out and explore job needs. At the same time, according to the law of new economic development, scientifically correct the problems in the development of specialization, increase the connotation of specialty and innovate the content of specialty setting. Realize the foresight of the development of applied talents.

In order to improve the consistency between the talents cultivated by the school and the social needs, school-enterprise cooperation is an important way for private colleges to cultivate suitable talents. According to the needs of Posts and students, enterprises and schools jointly determine the talent training objectives and clarify the positioning of applicable talents; According to the actual skill needs of Posts and the logical system of teaching contents, schools and enterprises jointly establish a curriculum system to promote the cultivation of talent applicability; On the basis of cultivating students' comprehensive quality and ability, promote the combination of students' theoretical knowledge and practical application, and realize the integration of various knowledge and skills. the school-enterprise interaction mechanism of teaching team can be implemented to improve the applicability of students to their posts.

Under the new normal, private colleges and universities should focus on developing industries in combination with local key development industries and key core technologies. Integrate the advantages of multiple resources, innovation and industry, enterprises, other universities and research institutions, and cooperate with enterprises and industry university research alliances through the establishment of R & D institutions such as school enterprise centers and special laboratories. By modifying the talent training plan, optimizing the curriculum structure, innovating the training concept, deepening the school-enterprise cooperation mode, the realization of teaching concept has changed from classroom teaching to the transfer of theoretical knowledge and the cultivation of innovation and entrepreneurship; the teaching content has shifted from professional education to general education and interdisciplinary education; the teaching space has changed from classroom based teaching method to the combination of classroom learning and extracurricular practice and the combination of online and offline learning. Strive to cultivate applicable talents with broad vision, solid foundation, strong strength and high quality.

4.6 Promote international talent training
In order to cope with the opportunities and challenges brought by the globalization of new technology, informatization and investment and trade, many private colleges and universities began to take international competitiveness and international influence as important goals. This means that private colleges and universities are required to have a vision of international education, have international educational resources and master international educational skills, so as to promote the internationalization of talents in private colleges and universities.

The student base of private undergraduate colleges and universities is relatively weak, especially the gap between private undergraduate colleges and key colleges and universities is significant, and the educational resources they have do not have obvious advantages. Therefore, the top-notch innovative international talent training cannot simply apply the ready-made model of key colleges and universities. We should re-examine our school running objectives and school running status, carefully analyze the advantages and disadvantages of the current talent training model, and actively change the traditional education concept.

On the one hand, formulate international talent training standards. Private colleges and universities should constantly optimize educational resources on the basis of high-tech communication, breakthrough in traditional industries, development of emerging industries and reform of professional standards. Adjust the teaching structure and content, and cultivate applied, skilled and innovative comprehensive talents to meet the needs of internationalization. On the other hand, carry out international educational exchanges and cooperation. As one of the important school running subjects under the background of economic globalization and regional economic integration, private colleges and universities should actively promote the open school running mode. On the basis of sharing the concept of international education, they should realize the sharing of international talents by relying on Sino foreign cooperation in running schools, teachers visiting famous schools for further study, mutual exchange and learning between Chinese and foreign college students, and recruiting foreign students. For private colleges and universities, the employment rate is achieved through the "skills" of graduates. With the basic fact that China's economic development has entered the new normal, we will enter the fast lane by adjusting the economic structure and eliminate backward production capacity and some industries in the competition. Good production capacity and new productivity are suitable for fast-growing high-tech enterprises. All these changes will inevitably improve the quality requirements of society for talents. College graduates should not only master the new trend of scientific and Technological Development and the basic theory of professional quality, but also have the ability to do it. the ability to find and deal with problems requires not only good psychological quality, but also more positive energy. Only by seizing the opportunity, fully adapting to the economic structure and fully adapting to the needs of social and economic development, can private colleges and universities obtain a huge space for survival and development.

In short, private colleges and universities should adjust the management mode, optimize the allocation of resources and enhance the quality of talent training; Foreign countries should provide high-quality and effective supply of applicable talents. Change the school running concept, management mode and training mode, and promote the continuous transformation of the school running concept of private colleges and universities from formalization to connotation. Realize the continuous transformation of the training mode of private colleges and universities from theoretical academic type to technical skill type.

REFERENCE
Analysis On the Application Of Mind Mapping In Primary English Vocabulary Memory

Qing Zhou
Foreign Language Department, Science And Technology College Gannan Normal University, Ganzhou, Jiangxi 341000, China

Abstract: In primary school English teaching, memory teaching of English vocabulary accounts for the most, and the accumulation of English vocabulary is the basic premise of learning English well. Based on this, this paper starts from the advantages of mind mapping in the application of primary School English vocabulary memory, through the analysis of the application of mind mapping in primary School English vocabulary memory. In this way, the learning efficiency of primary English vocabulary memory teaching can be effectively improved.

Key Words: Mind Mapping; Primary School English; Vocabulary Memory

1. INTRODUCTION
English words are the premise of English reading and writing, but the memory of English words is very boring. At the same time, similar pronunciation of words will lead to confusion in English vocabulary memory. Teachers can transform divergent thinking into visual pictures by the center of the word as a medium for the extension of the original words, and words of similar pronunciations, similar meaning to classify memory, It is necessary to change from simple memorizing words by adding appropriate linkage [1].

2. CONTENT AND MEANING OF MIND MAPPING
Mind mapping, also known as mind mapping, is an effective tool for effectively expressing divergent thinking logic. Mind mapping is mainly the combination of pictures and words, the logic is sorted and summarized according to the hierarchical relationship, by extracting key words to connect the logic between different levels to help students to memorize effectively. Mind mapping is mainly a tool that focuses on core words or core knowledge according to classification and hierarchy, and can transform divergent thinking into visual pictures by means of font and color changes. Mind mapping makes full use of colors, images and words, which can effectively attract students' interest in information, activate the classroom atmosphere, and make students more relaxed in the process of Learning English so as to improve their confidence in learning English.

3. ADVANTAGES OF MIND MAPPING IN PRIMARY SCHOOL ENGLISH VOCABULARY MEMORY
3.1 In line with the characteristics of English vocabulary teaching
The language of any region has evolved and developed from a long history. Vocabulary, as the basic premise of language formation, is difficult and easy. However, the simplicity and complexity of words have certain rules to follow, and English is also composed of 26 English letters. When they are arranged in different combinations, English words with different meanings are formed. The divergence of mind maps can effectively help English words to be extended, and can help students to remember a series of words by adding appropriate linkage [1].

3.2 Fit with the thinking mode of primary school students
Because the image of a mind map to let the students in the learning time can study by means of image into the text, as a result of the primary school students' thinking ability and way of thinking also has the very big development space, mainly through the specific image thinking is the most main way of thinking, mind mapping figurative thinking can be effectively transformed into abstract thinking. Through the perfect fit with the thinking mode of primary school students, it can effectively help students to improve their thinking logic [2].

3.3 More suitable for primary school English teaching without vocabulary basis
The teaching method of mind mapping has the characteristics of concreteness and divergence, which is different from the traditional teaching methods of word formation, derivation, composition and composition. Mind mapping mainly by adopting the method of natural spell in English vocabulary memory deepened, through the location of the relationship between the initials finals pronunciation letters, spelling, which requires teachers to the pronunciation of English letters relations professor entirely to the students, let the student fully grasp the pronunciation relations to lay a good foundation for the English spelling words, So as to improve the comprehensive ability of English reading and writing. Mind mapping is usually a word as the center of the divergence of students through the graphic forms to stimulate students' memory impression of words, fully mobilize the students' divergent thinking imagination and thinking, through the center of the word as a medium for the extension of the original words, and words of similar pronunciations, similar meaning to classify memory, It is helpful for students to memorize new words and re-consolidate the memorized words [3].

4. THE APPLICATION OF MIND MAPPING IN PRIMARY SCHOOL ENGLISH VOCABULARY MEMORY
4.1 Help students to classify memory effectively
The difficulty of students' learning will increase gradually with the increase of grade, and English learning is the same. It is necessary to change from simple memorizing words to constructing sentences, reading and writing. If you want to lay a good foundation for comprehensive English learning, you need to have enough vocabulary. However, a large number of English vocabulary will lead to confusion in English vocabulary memory. Teachers can
use the method of memory teaching classification in teaching with the help of mind mapping to help students memorize English vocabulary efficiently. Classify English words into different categories so that students can memorize the words in a systematic way. Mind mapping, with its advantages of simple structure and clear hierarchy, can effectively improve students' ability to identify words, so as to avoid confusion in word memory. There are also differences in the practical application of mind maps for word categories. But in the teaching process need to be aware of the need on targeted teaching combined with the actual situation of the students, try to speak words of classification and keep in the range of students' knowledge, prevent students from the first step of learning is faced with many difficult problems, in order to avoid off the enthusiasm of students learning, make students produce weariness rebellious attitude [4].

4.2 It can help students review the old and learn the new. Combining the memory curve of Ebbinghaus, we can find that learning is a process of learning and forgetting, and forgetting to learn again. So is the memory of English words. It is very normal to remember the spelling content when learning, and then forget again. Although this is a general phenomenon in nature, but forgotten, but repeatedly repeatedly the memory, very good for English vocabulary accumulation, moreover compared vocabulary memory is a boring thing, in the long term will make students to learn English to produce a strong resistance, causes students to lose interest in learning English. Because of English vocabulary is widely scattered state, conducive to system memory, frequent will lead to lost, this would require the use of mind mapping study way for vocabulary learning to create a framework of a systematic learning, all the students to learn knowledge in detail analysis, unified arrangement, It can enable students to extract effective knowledge information effectively in memory extraction. Mind mapping can be remembered to expand vocabulary, and can effectively stimulate students' thinking memory with the help of real scenes, so as to improve students' logical thinking mode and the ability of thinking divergence.

The effective use of mind mapping to memorize English words can not only solve the problem that vocabulary is too large and difficult to memorize systematically in classroom teaching, but also effectively reduce the difficulty of memorizing vocabulary and improve the efficiency of reviewing English words. At the same time, teachers can also exercise pupils' self-study and self-study efficiency effectively through the teaching method of mind mapping, and guide and evaluate pupils' self-study. Through this teaching method to guide pupils' divergent thinking and thinking logic, but also can effectively cultivate pupils' independent learning ability. This has a very far-reaching influence on the excellent development of pupils' body and mind.

4.3 Effectively distinguish similar words
Languages all over the world have homophonic words or words with the same meaning, which can lead to confusion in spelling and meaning. the discrimination ability of primary school students has not been fully developed, which will lead to the frequent occurrence of spelling mistakes, which will affect students' learning motivation and have a negative impact on English teaching. the teaching method of mind mapping can effectively help students improve their discerning ability and lay a good foundation for the establishment of students' learning ability. Mind mapping can be used to classify the similar lexical forms and meanings as lexical categories, so as to effectively distinguish the words and deepen the students' vocabulary memory impression. New words can be developed according to the characteristics of the words, thus improving the efficiency and memory ability of students. Of synonyms and antonyms in English words can also through the mind map, according to the characteristics of the vocabulary words through his way of logic integration, so that you can pass a divergence, the core words of memories of when using the word through the core word further deepen word memory, make the memory of words has logical coherence prevent words frequently forgotten. In the face of polysemy words, we can divide the meanings of words in different contexts through mind mapping. By helping students understand the meaning of words, students' memory ability can be effectively improved, and it is convenient for them to master the application of words flexibly in the later stage.

4.4 Effectively improve the efficiency of reciting words
The mind mapping learning method helps to improve students' ability to distinguish vocabulary, improve their subjective initiative, accumulate knowledge in interest and happiness, and effectively improve students' learning efficiency. the establishment process of mind mapping is conducive to the improvement of children's logical thinking ability, not only helps improve children's understanding and comprehension, but also enhances their memory ability. Mind mapping requires the establishment of the general framework, after that you need to determine the core topics and vocabulary, divergent extend through the theme, help students to study in the future on the road to accurately grasp the focus of the study effectively, through emphasis extends out content also can stimulate students' interest in learning, the learning content to listen to more active concentration. Mind mapping is a learning form that transforms concrete thinking into abstract thinking. It can deepen students' memory impression by stimulating students' left and right brain. It can stimulate students' logical thinking by colors and key core words, so as to effectively deepen students' memory ability.

4.5 Focus on the important knowledge points
Mind mapping is by determining the characteristics of good key words are divergent extend effectively, the establishment of core key vocabulary by students, establish a perfect system of knowledge, in the process of learning requires lexicon, quick and easy to extract the need of English vocabulary, in order to avoid repeated memory, prevent invalid the waste of time, the time saved will be better used in the mastery of knowledge system. the establishment of key words, is advantageous to the student's ability to grasp the key knowledge, effectively help the students' ability of thinking, in the thinking and problems with clear logic, to comb systematically the new

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knowledge can quickly, facilitate better master the important content in the knowledge, at the same time, it will promote the understanding of knowledge ability. In the process of learning, students can quickly establish the direction of thinking, do not waste time thinking without purpose, and effectively develop the ability of innovative thinking of the brain, which helps students to form a good thinking logic.

4.6 Help students build their learning ability

The extensibility of mind map is just like the branches and leaves of tree graph, which has very strong extensibility of development and is very suitable for students’ way of thinking and thinking logic. Therefore, the combination of mind mapping and students’ English vocabulary memory can effectively use the subjective thinking of the brain to easily present the mind mapping in the mind. When students are extracting words, they can easily and conveniently extract them by using the frame of mind mapping. At the same time, mind mapping can integrate old and new knowledge in a linkage way, effectively helping students to realize the learning process of reviewing the old and learning the new. Learning needs to be accumulated for a long time, forming a process from shallow to deep, and the process of learning English is the same. Just like the process of building house lay a good foundation for the need to consolidate the foundation, the foundation is the accumulation of English vocabulary in English, a mind map to an organic blend of old and new knowledge, improve the overall architecture of knowledge, effectively help the students to carry on the systematic study, to make the students significantly improved its ability to learn, Lay a good foundation for the comprehensive quality development of students.

4.7 It is conducive to promoting the divergence of students’ thinking and enriching and expanding students’ vocabulary

English vocabulary teaching with the help of mind mapping can not only make students’ memory of vocabulary more profound, deepen the connection between old and new words, and effectively expand the logical thinking mode of primary school students, but also enable students to master and understand English vocabulary more fully. At the same time, in the teaching of English vocabulary, the mind map made around the new English vocabulary can effectively attract the attention of primary school students, and then guide them to think according to the constructed mind map, which can effectively promote the divergence and expansion of logical thinking of primary school students., for example, will learn to color in the primary school English teaching, is to “see” color, for example, teachers can this vocabulary as the core in the mind map of key words, guide students to thinking, divergent thinking through the list of all kinds of colors, corresponding to the different English word, use ask classmates like the color of guiding students to think about the train of thought, Thus, the further construction of mind mapping can effectively achieve the teaching task of enriching students’ vocabulary.

Practical teaching task of primary and middle school students in the classroom will be in contact with the relatively large number of English vocabulary, but a more in-depth vocabulary, it is not all the pupils are able to do it, normally only part of the learning ability is relatively strong students, to further strengthen the English vocabulary learning, ready to expand the learning English words, And the vocabulary that learns to master already far exceeds the curriculum standard regulation and outline requirement. However, mastering more English words will be more conducive to future English learning and development. Therefore, if primary school students want to master more English vocabulary accumulation, they need to carry out effective vocabulary expansion, and the use of mind mapping teaching method is one of the ways to achieve vocabulary expansion. Primary school students are active and inquisitive, nature can use love to play with sports equipment as the core vocabulary of maps, to exercise that is commonly used in basketball as an example, teachers can guide students by means of divergent thinking for thinking about ball games, and then through the corresponding English words in Chinese, not only can arouse the students’ ability of thinking, At the same time, it aroused the enthusiasm of students to answer questions, further enriched the English vocabulary of primary school students, and laid a solid vocabulary foundation for future English learning.

5. CONCLUSION

To sum up, mind mapping can effectively improve the English vocabulary and learning efficiency of primary school students in the teaching of English vocabulary memory. Through the above analysis, it can be obtained by helping students to classify memory; Review old words and learn new ones; Distinguish between similar words; Improve the efficiency of reciting words; Analyze the key memory part; To build learning ability, English vocabulary teaching in primary schools should be strengthened from these six aspects. This will lay a solid foundation for future English learning.

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Reflections On the Curriculum Of Human Resource Management Education

Junjie Bian, Ziyi Yang
Tianjin Bohai Vocational Technical College, Tianjin 300408, China

Abstract: Curriculum is directly related to the improvement of students' professional knowledge structure and the formation of professional consciousness. Based on this, this paper first analyzes the shortcomings of the current curriculum of human resource management education, and discusses the countermeasures of the curriculum of human resource management education.

Key Words: Human Resource Management; Curriculum; Countermeasure

1. INTRODUCTION

With the increasing recognition of the important role of human resources in organizational development, employers and enterprises have an increasing demand for talents with solid theoretical knowledge and skills of human resources management. In this context, it also puts forward higher requirements for the cultivation of human resource management talents [1]. However, at present, the homogenization of human resource management curriculum in most schools is serious, which leads to the decline of the training quality of human resource management talents, and also makes students unable to meet the professional requirements of human resource management positions after graduation. Therefore, how to improve the current curriculum of human resource management, optimize the curriculum structure of human resource management and improve the quality of talent training is an urgent problem to be solved.

2. DEFICIENCIES IN THE CURRENT CURRICULUM OF HUMAN RESOURCE MANAGEMENT

2.1 The curriculum arrangement is unreasonable

The major of human resource management has strong requirements for skills. Students need corresponding tool courses as the basis for mastering relevant skills, including advanced mathematics, psychological scale, social survey and statistical methods, which is also the key for students to master core skills such as salary design and personnel quality evaluation in human resource management and meet job needs [2]. However, from the actual situation, at present, the sequence of human resource management courses in many schools is lack of rationality, and the phenomenon of synchronous implementation of major courses is common, even lagging behind. This leads to students' lack of basic theoretical knowledge and analysis methods, and it is difficult to understand the content of deep-seated professional knowledge. Not only teachers' teaching is more difficult, but also students' learning is more difficult.

2.2 The course content does not reflect professional requirements

In the content setting of basic courses and professional courses of human resource management specialty, we should make scientific and reasonable design and arrangement closely around the requirements of human resource management specialty for the cultivation of students' knowledge and ability. However, at present, the curriculum of human resource management in many schools is not closely linked with human resource management skills to design the curriculum [3]. For example, at this stage, most schools' human resource management majors have the curriculum of management psychology, but the curriculum content design is basically the same as that of other majors. Even some schools combine different majors for large class teaching, which does not reflect the professional characteristics and professional requirements of human resource management.

2.3 The curriculum is inconsistent with the reality

Although most schools have set up professional courses such as salary management, performance management, employee recruitment and job analysis in the curriculum of human resource management, there is still a lack of corresponding practical links, and the construction of training bases in most schools still needs to be improved. They pay too much attention to the teaching of students' theoretical knowledge and lack of attention to practical ability.

3. COUNTERMEASURES OF HUMAN RESOURCE MANAGEMENT CURRICULUM

3.1 Reasonably set up courses in combination with knowledge system

In the course of human resource management, we need to combine the actual needs of social enterprises for the ability of human resource management talents. In the public basic courses, computer application courses should be set up in addition to the basis of conventional courses. In the basic courses of disciplines, in addition to the basis of human resource management, management, economics and other courses, information management system application and statistics should also be set as the main courses. Professional courses mainly cover courses such as talent evaluation theory and method, salary management, training development and management, job analysis and performance evaluation. In the practical courses, according to the actual needs of students, school should reasonably add practical skills courses such as enterprise performance evaluation strategy design and enterprise talent evaluation system design. The curriculum of human resource management needs to focus on application and practicality, the main courses include quantitative analysis, scene simulation and computer knowledge application. The curriculum of human resource education.
management needs to closely focus on the actual requirements of the post to ensure that the knowledge and skills learned by students can be used. Secondly, the curriculum of human resource management should be set in a reasonable order. Learning the corresponding courses at the right time is the key to improve students' learning effect. Therefore, it is necessary to arrange the course sequence scientifically and reasonably in combination with students' learning foundation and learning situation, considering the professional characteristics of human resource management and the requirements of professional knowledge structure.

3.2 The content of human resource management course reflects professional characteristics
In each course, we need to reflect professional characteristics and cultivate professional consciousness. The basic courses of human resource management are not only limited to the basic theoretical knowledge of management, economics, law, behavior and so on, but also need the help of such courses to enable the students of human resource management to master solid professional basic knowledge and professional ability and form a good professional consciousness. For example, in the course of management psychology, reasonably integrate the content of psychological scale, and in the course of law, reasonably integrate the content of labor contract law.

3.3 Improve the content of practical teaching
The specialty of human resource management has strong applicability and practicality. Therefore, the combination of theory and practice should be reflected in the course of human resource management. It should not only pay attention to the mastery of students' basic theoretical knowledge, but also cultivate students' good practical ability. In the teaching of human resource management, we need to strengthen the in-depth cooperation with enterprises, make full use of the school conditions, promote the communication with enterprises, and jointly carry out relevant practical research. Through the way of school enterprise cooperation, we should constantly improve the practical teaching links of human resource management courses, solve the employment problems of students majoring in human resource management, truly apply what we have learned, and promote the long-term and healthy development of human resource management. In the process of school enterprise cooperation, we should not only do a good job in the cooperation at the professional teaching level, but also strengthen the long-term discipline construction cooperation. In the design and arrangement of practical teaching content of human resource management course, we should not be superficial. We should pay attention to strengthening students' correct cognition of practical courses, guide and support students to actively participate in practical teaching. In practical teaching, students simulate the operation process of enterprise human resource management, such as the construction of enterprise human resource management system, the design of salary management software, etc. At the same time, we should apply the theory of human resources management to the practice of enterprises, and guide students to understand the actual situation of human resources management in enterprises.

4. EPILOGUE
To sum up, there are still some problems in the curriculum of human resource management at this stage, such as the lack of rationality of the sequence arrangement, the lack of professional requirements in the curriculum content, and the inconsistency between the curriculum and the reality. Therefore, in the course setting of human resource management, we need to set up courses reasonably according to the knowledge system, reflect the professional characteristics in the course content, further expand the practical teaching content, and build a perfect course system of human resource management, so as to lay a solid foundation for the cultivation of human resource managers.

REFERENCE
On Cultural Connotation Of Li Bai's Landscape Poems Of Mount Tai

Lu Chen
School Of Foreign Languages, Taishan University, Tai'An, Shandong, China

Abstract: With the development of the cultural communication with the rest of the world, more and more cultural elements need to be introduced to the international community. Both Li Bai's poems and Mount Tai are vital cultural elements. This essay will analyze Li Bai's landscape poems of Mount Tai and its cultural connotation on the basis of the origin of Mount Tai culture with the purpose of promoting the understanding of cultural elements among international visitors.

Key Words: Li Bai's Landscape Poem; Mount Tai; Cultural Connotation

1. INTRODUCTION
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 Chinese spirit. The pine trees, the stone inscription, the historic culture make it a symbol of the Chinese nation and the whole society was filled with a positive and enterprising spirit. The scholars and poets from Tang dynasty were attracted by its unique charm. Some of the poems praise the landscape of it like flowers, trees, waterfalls and so on, and some extoll the cozy life in the mountain forest. Among all the famous poets and their poems, Li Bai and his poems are the most famous.

2. THE CULTURAL CONNOTATION OF MOUNT TAI

According to Su Bingqi1, a famous archaeologist, Mount Tai is a huge cultural relic, which is of special meaning in Chinese history and is a symbol that features the unification of the Chinese nation. In several Chinese ancient literature works like Zhouyi and Zhouli, Mount Tai was mentioned as a big and auspicious place. In Fengsutongyi2, the Chinese character 嵩 (the original name of Mount Tai) menas the growth of everything and symbolizes the combination of yin and yang, which is the start of everything. In this connection, it is easy to be noticed that Mount Tai is, from the beginning, the symbol of grandness, hope and life.

In ancient China, people believed that high mountains are the best media for them to communicate with Chinese gods. And Mount Tai was at that time the highest mountain they can observe. Therefore, it is regarded as the most suitable place for the ancient people to communicate with the Chinese gods. So there is an old saying that when Mount Tai is in peace, the whole world is in peace.

As a mountaneous and picturesque place, Mount Tai is not only a symbol of peace and prosperity, but also a sacred media which features grandness, hope and life.

3. LI BAI'S LANDSCAPE POEMS OF MOUNT TAI AND ITS CULTURAL CONNOTATION

3.1 Ancients poets and Mount Tai
A lot of ancient scholars and poets from different periods of Chinese history came to visit Mount Tai and wrote a number of poems eulogizing this mountain. Among all the poems, the landscape of Mount Tai is praised the most. All the works are of great literature value, which is one of the main channels for the modern people to know about Mount Tai. The poems written by poets from Tang dynasty are especially distinct considering the prosperity of that period which is also reflected in people's minds. The Tang Dynasty was the heyday of the feudal society because the national strength was strong, the people's thoughts are free, and the whole society was filled with a positive and enterprising spirit. The scholars and poets from Tang dynasty were attracted by its unique charm. Some of the poems praise the landscape of it like flowers, trees, waterfalls and so on, and some extoll the cozy life in the mountain forest. Among all the famous poets and their poems, Li Bai and his poems are the most famous.

3.2 Cultural Connotation in Li Bai's Landscape Poems of Mount Tai
In April, 742, Li Bai came to visit Mount Tai for the first time. When he saw the grand view and the relics left by emperors from different dynasties, he was shocked and in ecstasy. He was totally immersed in the beautiful views and the unique culture of Mount Tai and lived there for four months, and thus wrote the Six Poems Eulogizing Mount Tai. With the fresh and elegant description, Li Bai carefully depicts the beautiful scenery of Mount Tai from different perspectives. Cliff, cloud and mist, the mountain stream, river, waterfall, sunrise, stone and the overlapping peaks are all the subjects described in his poems.

The First Poem is translated as "The emperor had ridden six dragon chariot over mountains and mountains, deep valleys hover twists and turns. The traces of horses' hooves left on bifeng are now covered with moss. Cliff and waterfall gush flow, songfeng water sounds like excited mourning. North qunfeng qijue is as if dumping into the East China Sea. " This poem demonstrates the steep mountain and the winding roads on it. the steep cliff and the rushing water looks intimidating.

The Third Poem is translated as "At dawn, I went to the sun view peak as if I can knock the cloud door open there. Immediately my whole spirit flew out of the heaven and earth. The Yellow River flew from the west and then toward the mountains in the east. Leaning on the cliff side, as far as the eye can see in all directions, the world is full
of leisure. " In this poem, the poet would come at dawn to wait for the sunrise at the sun view peak, a towering peak that seemed to stretch the clouds and roll them up. The Yellow River can be seen flowing from the west and rushing all the way to the distance. From a high vantage point, everything in the universe seems to be before the poet's eyes which makes his heart extremely open and mood relaxed.

The Fourth Poem is translated as "Climb the Riguan Peak, leaning on the east China Sea. the sea waves shook the distant mountains, and the rooster crowed in the clouds. Silvery towers leap out of the sea, and whales roll their waves." It depicts another wonder of Mount Tai - the sea of clouds. the sea of clouds generally appears in summer, which is determined by the monsoon.

4. CONCLUSION
Mount Tai rises from the vast plains, towering into the clouds, can inspire people to conquer difficulties and to be courageous and positive which is in line with the minds of scholars and also the prosperity of early Tang dynasty. the description and imagination in Li Bai's poems about Mount Tai vividly reflects the open mind, courage and positivity at that time. Rulers in Tang dynasty attached importance to enlightenment and advocated Confucianism, which is also embodied in Li Bai's poems. the sunrise, the sea of clouds, the sea and the Yellow River that can be seen from the top of Mount Tai depicted in Li Bai's poems are all grand and impressive, showing the status of the mountain in people's mind and their worship towards it.

REFERENCES
Discussion On Effective Use Of Incentive Mode In Higher Vocational Student Management

Yijun Cui
Zibo Vocational Institute, Zibo, Shandong 255314, China

Abstract: With the arrival of the new era, higher vocational student management is very important, through the innovation of management content to promote the education reform, in order to improve the efficiency and quality of management. To this, should strengthen the use of incentives, with the help of incentives to enhance the level of higher vocational student management work, so as to solve the management problems in a timely manner. This paper will discuss the strategy of using incentive mode in higher vocational student management.

Key words: Higher Vocational Students; Management Method; Incentives.

1. INTRODUCTION
At present, higher vocational student management work is continuous innovation, in order to effectively improve the management level, should strengthen the application of scientific management methods, in order to guide students in the right direction. Because of the weak basic ability of vocational college students, they have not found a suitable way of learning, thus affecting the learning efficiency and quality of learning. In this regard, we should strengthen the innovation of student management mode and use scientific management mode according to the actual management situation, so as to solve the problems existing in the current student management work.

2. PRESENT SITUATION AND MANAGEMENT PROBLEMS OF HIGHER VOCATIONAL STUDENT MANAGEMENT
2.1 Status quo of vocational college students
According to the actual situation of higher vocational student management, many higher vocational students lack clear learning objectives and enthusiasm in the learning process, resulting in insufficient learning motivation and seriously affecting the improvement of their own learning ability. When students enter higher vocational colleges, due to their weak cognitive ability, they are often misled by all kinds of wrong information and lack of clear learning objectives. After a long time, the efficiency of learning will be reduced and their confidence in learning will be easily lost. In addition, higher vocational students' poor self-discipline is also more obvious, which leads to higher vocational students' management difficulty.

2.2 Management Problems
First of all, higher vocational colleges lack of perfect student management system, which has a negative impact on the development of higher vocational student management. In the teaching process of higher vocational education, it is necessary to carry out the corresponding management work, so as to standardize the students' learning behavior, promote the students to focus on learning, so as to improve their learning quality. At present, because the management system is not perfect enough, resulting in frequent management problems, it is difficult to promote the development of management. Secondly, higher vocational colleges do not have unobstructed management channels. Although higher vocational colleges have made a lot of improvement in recent years, there are still some deficiencies, which make the student management become a mere formalism and cannot effectively improve the problems existing in the management work, and then affect the flow and feedback of information. Therefore, it is necessary to pay attention to the problems in the management of higher vocational colleges and strengthen the construction of management channels, so as to implement the management of higher vocational students.

3. INCENTIVE METHODS IN HIGHER VOCATIONAL STUDENT MANAGEMENT
3.1 Trust Incentive
Trust motivation is one of the effective ways to motivate students by giving them trust and encouraging them to express their ideas boldly, which is helpful to establish a good teacher-student relationship. Under the harmonious teaching atmosphere, the student management in higher vocational colleges can be carried out more smoothly. Therefore, the application of trust and incentive methods should be strengthened [1].

3.2 Rewards, punishments and incentives
Rewards and punishments include rewards and punishment incentives both incentives, the incentives have widely applied, through the combination of rewards and punishment incentives, is helpful to stimulate students' learning enthusiasm, encourage students to regulate the behavior of their own, thus providing effective help for the students management work [2].

3.3 Target motivation
Goal motivation refers to the effect of motivation by setting goals. For the application of goal motivation method, teachers should set goals for students, so that students can mobilize their learning enthusiasm, strive to achieve learning goals, and then get corresponding rewards, which is conducive to the formation of correct learning habits.

4. THE CHANNELS OF USING INCENTIVE MODE IN HIGHER VOCATIONAL STUDENT MANAGEMENT
At present, the enrollment scale of higher vocational colleges is expanding day by day. If the student management is not done well, the teaching environment will be chaotic, and then the quality of teaching will be affected. In this regard, it is necessary to strengthen the study of student management, analyze the problems existing in student management from many aspects, and
then take effective measures to deal with them, so as to improve the overall level of student management.

4.1 Change the concept of incentive in time
In view of the problems in the management of higher vocational students, we should change our traditional way of management, in a timely manner to apply incentives, combined with the actual management situation to choose the appropriate incentives, such as target motivation, rewards and punishment incentive, etc., to ensure that the students can be motivated, and more active, actively into learning activities. Many higher vocational colleges have coercive color in management, do not implement good preventive measures, and do not pay attention to the constraint ability of management, so that the management work becomes a mere formality, it is difficult to play an effective management role. In this regard, managers in higher vocational colleges should update their ideas in time, constantly improve their professional quality, strengthen the learning of incentive methods, and adhere to the student-oriented management principle to ensure the selection of appropriate incentive methods, so as to improve the level of student management [3].

4.2 Establish a sound student management system
In order to regulate students' daily behavior, higher vocational colleges should establish a perfect student management system, so that managers can perform their work according to the management system, so as to provide effective management basis for them. Through the establishment of the student management system, teachers can take appropriate encouragement measures to strengthen the guidance of students, promote students to enhance their sense of achievement, and help students establish learning confidence, so as to improve the efficiency and quality of students' learning, conducive to the future development of students to bring positive impact. In addition, teachers should design reasonable learning goals for students and guide students to achieve their goals. In this process, students can be motivated to learn and achieve comprehensive development.

4.3 Enhance the effectiveness of student management
In order to implement the student management, it is necessary to constantly enhance the effectiveness and pertinence of student management, formulate scientific management measures according to the characteristics of students' learning, and promote the management personnel to manage according to the law of students' growth, so as to effectively improve the level of student management. First of all, should be timely and perfect the system of student management in higher vocational colleges, to apply scientific incentives, take appropriate students are encouraged to act to strengthen management effect, let the students can build self-confidence, and then moving in the right direction. Secondly, the managers of higher vocational colleges should learn to think from the perspective of students, respect and trust students, so that students can feel the trust given by teachers, so as to regulate their own learning behavior, help to achieve self-improvement, and then play the role of school management.

5. CONCLUSION
In the process of higher vocational student management, it is necessary to constantly innovate management methods and means, and strengthen the innovation of management ideas, so as to promote the implementation of higher vocational student management, and then give full play to the role of management. However, at present, many higher vocational colleges still have problems in student management, resulting in the decline of students' learning efficiency and quality, and it is difficult to stimulate students' learning motivation, resulting in the learning progress is hindered. In this regard, higher vocational colleges need to fully realize their own responsibilities, strengthen the use of incentive methods, promote students to improve, and then improve their own shortcomings, master the learning method suitable for their own, and then slowly improve themselves, and finally achieve comprehensive development.

REFERENCES
Abstract: Anti-drug social work is an important role in our country anti-drug work, but in the process of work, it is faced with a series of occupational risks such as violence, health, psychology and so on, which makes anti-drug social workers have a large mobility, so it is necessary to improve the talent training mechanism of anti-drug social workers, in order to ensure the effective development of anti-drug social service work. By studying the career development dilemma of anti-drug social workers, this paper puts forward several talent training paths, so as to promote the progress of anti-drug social workers’ quality.

Key words: Anti-Drug Social Work; Talent Training; Career Development; the Path.

1. INTRODUCTION
In recent years, China attaches great importance to the social governance of drug problem, and begins to introduce anti-drug social work into the anti-drug management work. Anti-drug social work is a category of social workers with clear professional characteristics. Through the application of professional values and skills, anti-drug social work can help drug addicts gradually return to normal and influence a good social atmosphere. With the help of anti-drug social workers, in 2019, the number of people who underwent review after three years of abstinence was 2.533 million, a significant increase from the previous period, which shows the significance of anti-drug social workers for the cause of anti-drug [1]. Therefore, it is necessary to strengthen the talent training of anti-drug social workers and promote more anti-drug social workers to participate in the anti-drug work, so as to improve the effectiveness of China's anti-drug work.

2. ANTI-DRUG SOCIAL WORKERS AND THEIR CAREER DEVELOPMENT DIFFICULTIES
Anti-drug social workers refer to social workers who combine the national anti-drug and social work concepts and help the clients of social rehabilitation and rehabilitation services to return to the social track and survive and develop their abilities with professional social work knowledge and services. Compared with other types of social workers, anti-drug social workers are more targeted and mainly provide corresponding services for community drug rehabilitation workers, the emergence of anti-drug social workers is closely related to China's anti-drug situation. In the past, the public security organs were mainly responsible for the management of drug addicts, but in recent years, the number of drug abstainers keeps increasing, and the personnel of public security organs can no longer meet the needs of the actual situation, and the demand for drug abstinence control personnel is in short supply. At the same time, the social concept of drug rehabilitation began to change, so under the call of the National Narcotics Control Commission, drug social workers began to participate in community drug rehabilitation work. However, there are many problems in the career development of anti-drug social workers, which affect the effectiveness of anti-drug work, mainly as follows:

2.1 Inaccurate occupation positioning
Occupational orientation, as the orientation of social workers' career development, determines the main work content of social workers. But in the current anti-drug social work has appeared in the professional positioning is not clear, on the one hand, the functions of anti-drug social workers believe that their own is to use professional social work theory to help rehabilitation work service object, which enables the service object to return to social work, build a harmonious happy social environment, so in the anti-drug social work seems anti-drug social work services have stronger professional. On the other hand, the government, as the purchaser of anti-drug social work services, believes that the main responsibility of anti-drug social workers is to control the behavior of service personnel and ensure that service objects will not relapse into drugs or do anything harmful to society in accordance with the government's rules and regulations, so as to achieve the effect of maintaining community security. Anti-drug social work as two levels of narcotics control work, with the government on the career goal orientation deviation, which leads to many researchers think anti-drug social work is a government agency personnel, professional positioning inaccurate as a direct result of anti-drug social workers wages are generally lower, drug researchers think salary are not matched with itself to provide professional services, thus affect the anti-drug social work professionalization development.

2.2 Slow construction of specialization
In the construction of current anti-drug social work specialization, presents the prominent problems is the business lack of detailed division of labor. In the process of anti-drug social work, it failed to classify the tasks of social work with different functions such as administrative and professional, and still adopted the same service mode for different anti-drug service objects, which reduced its efficiency for service objects [2]. The slow professional construction of anti-drug social workers directly leads to the imperfect professional foundation. Anti-drug social workers often encounter the mismatch between the system and the actual situation in their work, resulting in conflicts between the two, and professional knowledge cannot meet the needs of social workers at the present stage. Anti-drug social work at the same time the work itself have a certain security hidden danger, many reflect anti-drug social
workers work with risk, and the lack of professional construction directly lead to social workers lack the corresponding professional tools to work, but also unable to ensure their safety, therefore in the anti-drug social workers work whether offer certain administrative rights is an important thinking of the future construction of professional direction.

2.3 Service effectiveness evaluation

In the process of anti-drug social work service, it is difficult to define the effectiveness of service. As the anti-drug social work gradually, make the community drug rehabilitation personnel able to properly manage, anti-drug propaganda work began to go deep into the social from all walks of life, but for the improvement of professional services in drug control in terms of social workers, the lack of corresponding effectiveness assessment mechanism, which can lead to anti-drug social work so cannot obtain rewards and recognition, hit the anti-drug social workers work enthusiasm. In the salary matching survey of anti-drug social workers, it is found that most social workers believe that their service and salary return are not equal, which leads to high staff turnover. However, as a long-term work, drug control is difficult to achieve significant results in a short period of time, and social workers in drug control are prone to strong frustration in the process of work, resulting in staff turnover [3].

3. Path and mechanism of training excellent drug drug community workers

Anti-drug social work is an important driving force for community anti-drug management, but there are some problems in the current construction of anti-drug social work in China, such as lack of talents, insufficient professional level and incomplete incentive mechanism, which hinder the construction of anti-drug social work team. Therefore, colleges and universities should fully recognize the deficiencies in the training of drug drug social workers, improve the talent training mechanism, so as to cultivate excellent drug drug social workers.

3.1 Make clear the positioning of talent training

In the process of cultivating talents for anti-drug social work, colleges and universities should first clarify the positioning of anti-drug social work. In the talent training program, the principle of teacher-oriented setting should be changed to student-oriented setting, so as to establish the subject status of students in the training process. School is in the protection of drug control personnel to work, life education universal social work knowledge training, to ensure students have the basic theory and practice of social work ability. With the substitution of students' ability to master social work, the phased goals should also change. Through small-scale and short-term internship activities, students' cognition of anti-drug work should be promoted. Schools can reached a cooperation with the nearby communities anti-drug services, each semester to send students to participate in the anti-drug social work practice in work, by looking at the professional social workers in drug control work process to accumulate experience, and can also help the students be familiar with the process of work, management system, and lays the foundation for future drug control service work. In the later stage of learning, teachers and professional social service institutions should reach cooperation, and professionals from social service institutions should be introduced to carry out anti-drug social service training for students, leading students to integrate into the real anti-drug work in the form of projects [5]. Participatory teaching can strengthen students' professional identity to anti-drug social service work and promote the improvement of teaching effect.

3.2 Focus on stage training

The professional ability training of anti-drug social workers requires a long period of training practice, so colleges and universities should carefully plan the phased goals of students and promote the steady improvement of anti-drug social work service ability. In the early stage of the talent training, mainly for general professional basic course teaching, such as introduction to sociology, social work, life education universal social work knowledge teaching, to ensure students have the basic theory and practice of social work ability. With the substitution of students' ability to master social work, the phased goals should also change. Through small-scale and short-term internship activities, students' cognition of anti-drug work should be promoted. Schools can reached a cooperation with the nearby communities anti-drug services, each semester to send students to participate in the anti-drug social work practice in work, by looking at the professional social workers in drug control work process to accumulate experience, and can also help the students be familiar with the process of work, management system, and lays the foundation for future drug control service work. In the later stage of learning, teachers and professional social service institutions should reach cooperation, and professionals from social service institutions should be introduced to carry out anti-drug social service training for students, leading students to integrate into the real anti-drug work in the form of projects [5]. Participatory teaching can strengthen students' professional identity to anti-drug social service work and promote the improvement of teaching effect.

3.3 Strengthen the construction of "double-division" team

The quality of teaching staff is directly related to the quality of talent training of anti-drug social workers. Therefore, colleges and universities should pay attention to improving the professional ability and practical experience of teachers and build excellent double-qualified teachers. Colleges and universities can introduce professional social workers in drug control into their teaching staff to expand the existing teaching staff. Meanwhile, they should also pay attention to improving the service ability of existing teachers in drug control social work, encourage teachers to participate in professional social work skills training, and work in professional social work service agencies to improve their social work ability. For college teachers, to take an active part in professional training and academic exchange activities, on the one hand, for teachers' professional quality in colleges and universities to provide channels, through cooperation between enterprises and other institutions, help teachers to understand the drug control...
work of the latest achievements, and transformation to the teaching content, promote the teaching content of advancing with the Times. On the other hand, teachers themselves should be aware of the importance of anti-drug professional skills, and actively enrich the existing knowledge system by attending lectures, training sessions or the network, so as to promote the improvement of teachers’ professional quality. After the expansion of teaching staff in colleges and universities, the training quality of anti-drug social workers will be directly improved, so as to transport high-quality anti-drug social workers to the society and promote the development of anti-drug work in Our country.

3.4 build good anti-drug social work environment

The training of drug control workers is not only dependent on the efforts of colleges and universities, but needs the efforts of the society in many aspects. In the increasingly serious situation of drug control, the government should improve the relevant policies of drug control social work, establish a standardized social work system, and improve the talent training mechanism and policy system of drug control social workers, so as to provide effective positive policy guarantee for the training of drug control social workers [6]. In policy formulation, the basic human rights of anti-drug social workers should be guaranteed first, and professional services should be matched with remuneration to promote more students to participate in anti-drug social work. Secondly, various publicity channels should be used effectively to optimize the public opinion environment of anti-drug social workers, such as newspapers, television and the Internet to guide public opinion, correct the original wrong ideas and establish a model of anti-drug social workers. Drug control as a difficult task, many people have reached the point of turning negative on drugs, believing that drug users have no chance to reform, thus affecting the smooth implementation of drug control work. In the process of optimizing the public opinion environment, the importance of drug control work should be popularized to the public, and the public should be encouraged to accept the personnel who complete drug control work, so as to create a good social atmosphere.

3.5 Enhance the professional identity of anti-drug social workers

In the current career development of anti-drug social workers in China, inaccurate occupational positioning and weak sense of identity have become important factors limiting career development. By enhancing students’ sense of identity in anti-drug social work, the efficiency of talent training in anti-drug society can be effectively promoted. Colleges and universities should attach importance to the career planning of students, and help students understand the career development prospects of anti-drug social workers, so as to clarify the development status of their future career, so as to improve the sense of security and belonging of students engaged in anti-drug social service work. In the process of career planning, the skills required by anti-drug social workers will be clearly pointed out to help students improve their professional abilities, so as to greatly improve their learning enthusiasm and take the initiative to learn relevant theories. Anti-drug social work is a profession serving the public, requiring staff to have a certain dedication, willing to conduct behavior and ideological guidance to drug addicts, so as to help drug addicts return to normal life. In this lengthy process, supporting anti-drug social work’s inner spiritual power is for professional identity, anti-drug social workers should actively use the new era of the socialist theoretical system with Chinese characteristics and socialist core values to arm mind, sets up the wuxi career ideal, devoted himself to the national drug control in the construction. By strengthening the ideals and beliefs of anti-drug social workers, the stability of staff can be guaranteed and the efficiency of community anti-drug rehabilitation can be improved [7].

3.6 Improve the incentive and guarantee mechanism

The mismatch between the professional services provided by anti-drug social workers and their actual salaries has become an important factor affecting the work of anti-drug social workers. the government and relevant institutions should face up to the problem of anti-drug social workers’ salaries and establish a sound incentive and guarantee mechanism, so as to promote the improvement of the work efficiency of anti-drug rehabilitation. the government according to the actual demand of anti-drug social work and fiscal funds, give full consideration to the difficulty of the project in drug control and the number of maximum security anti-drug social work. At the same time, preferential tax policies will be provided to the non-governmental structures that provide financial support to drug control agencies, so as to stimulate private capital to invest in the social work of drug control and stabilize the source of funds for drug control social service organizations. A reasonable salary system should be formulated according to the actual situation of anti-drug social work. Anti-drug work, as a professional service, should be separated from the salary system of administrative work. Appropriately increasing the salary of anti-drug social workers can effectively improve work enthusiasm and is an effective way to strengthen the construction of anti-drug social workers.

4. CONCLUSION

Anti-drug social work is an important supporting force for the cause of drug control in China, and an effective way to ensure that drug addicts can return to society. However, there are many problems in the anti-drug social work in China, such as low efficiency and insufficient talents, which affect the improvement of anti-drug social work services. Therefore this article through the research of cultivating outstanding anti-drug social workers to path and mechanism, put forward by defining talents cultivation orientation, pay attention to periodic training, promote professional identity and improve the guarantee mechanism and so on many kinds of ways to optimize the existing anti-drug social workers to develop mechanism, thus promote the anti-drug social work team quality of ascension, for expansion of China's drug control work.

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The 13th five year plan of Educational Science in Guangdong Province: Research and Practice on the Talent

REFERENCE
Analysis and Reflection on the Combination of General English and Academic English Teaching--Taking Huanggang Normal University as an Example

Liyan Hong
School Of Foreign Language Studies, Huanggang Normal University, Huanggang, Hubei, China

Abstract: English for general academic purposes aims to provide support for college students to engage in their professional learning and academic activities. This paper first makes an analysis on the current situation of College English Teaching and learning, then explores diverse demands for academic English, and finally discusses how to combine general English and academic English in Huanggang Normal University.

Key Words: General English; Academic English; Combination

1. INTRODUCTION

Hutchinson & waters (1987) believed that English is divided into general English (EGP) and English for special purposes (ESP). And the latter includes English for general academic purposes, which aims to provide language support for college students to engage in their professional learning and academic activities. At present, more and more college English courses are turning from general courses to academic English courses, while general English is still the main content for freshmen in our university.

Personally, I think as a compulsory basic course, College English teaching must meet the needs of students' professional learning. Therefore, the reduction of teaching content in general English and the increase in academic English are important measures conducive to further deepening the reform of College English teaching and developing higher education in China. Based on the needs of our students, this article discusses methods of how to combine general English teaching and academic English Teaching in Huanggang Normal University.

2. ANALYSIS ON THE CURRENT SITUATION OF COLLEGE ENGLISH TEACHING AND LEARNING

In the first two years of our college, for one thing, the English teaching materials used generally involve western social culture. They’re less relevant to students’ college professional courses, but to a certain degree, overlaps with the knowledge in senior high schools (Cai Jigang, 2002). For another, the content of the text lacks timeliness and novelty, which is completely inconsistent with today's rapidly developing information age, “causing students' complacency and laziness and dropping interest in learning...” (Dai Weidong, 2001). Sun Fuchu (2005) also found out that even in Tsinghua University, after college students pass CET-4 and CET-6, they almost can't read English literature and often write English papers in a mess.

Therefore, we can imagine the lack of academic language ability of college students. In contrast, in the 1940s, National Central University chose the original physics textbook and professors often lectured in English. English was not a special course, but a tool for students to learn (Guangming Daily, October 17, 2013). It was precisely because teaching and scientific research were directly in line with the world-class level that in 1934, Tsinghua University, Peking University and Central University entered 100 world-famous universities and cultivated future Nobel laureates such as Yang Zhenning and Li Zhengdao.

There are many reasons for the result of "more input" but "less output" in College English. However, the main reason is the orientation in foreign language education. That is, College English, essentially general English in orientation, only requires students to master 4500-5500 English words and cultivates their communication ability in daily life. Sun Fuchu (2010) made statistics on the basic teaching materials of general mathematics, physics and chemistry in American universities, and found that the total vocabulary is about 12000, which is the core basic vocabulary in English professional literature. Similarly, the reading speed requirement of CET-4 is 70-100 words per minute, which is comparatively slow according to the evaluation criteria set by linguists for non-native English students (Feng Qizhong, 2000).

3. DEMAND ANALYSIS OF ACADEMIC ENGLISH

3.1 The demand of the times for the internationalization of education

The internationalization of education is a basic demand of the development of global economy, and the internal demand of the development of education. College English teaching requirements (2007) aims to cultivate students' Comprehensive English ability, so as to meet the needs of China's economic development and international exchanges. The national medium- and long-term program for education reform and development (2010-2020) clearly proposes to cultivate international talents with international vision, familiar with international rules and able to participate in international affairs and international competition. Therefore, the orientation of College English teaching is to serve the internationalization of higher education, improve students’ ability to use English, and cultivate their innovative talents (Shu Dingfang, 2011).

3.2 Professional English learning needs
English has become the world's academic lingua franca as well as that of economic and technological exchanges, which requires that college students should be qualified to read professional literature in English (Cai Jigang, 2015). In 2015, the first international academic conference of college students was held in Shanghai. Nearly 100 undergraduates in different disciplines and majors exchanged their academic articles on the theme of "environment and sustainable development". According to the questionnaire, students have two difficulties in reading literature: one is about language, such as large vocabulary and complex syntactic structure, all affecting their reading speed and efficiency; the other is about norm of articles, such as literature background, writing purposes, literature review, quotation, method, data interpretation, etc. the comments of experts at home and abroad on their papers also confirmed these. These problems highlight the urgency of academic English teaching and learning in college.

3.3 Diversification of learning needs

Huanggang Normal University is a normal university with rigorous teaching and remarkable teaching results. According to a sample survey of freshmen, it is found that 35% of students have the need for postgraduate entrance examination; it has already been an important goal to achieve good results in postgraduate entrance examination and CET-4 and CET-6. Meanwhile, in daily teaching and after-school guidance, we find that students still have difficulties in reading and writing academic texts, mainly attributed to the fact that they are not familiar with the discourse and vocabulary of academic English.

4. THOUGHTS ON THE COMBINATION OF THE TWO

Viewpoints have been varied in the practice of general academic English teaching reform, which displays regional characteristics (Gong Rong, 2018). One is sticking to the current general English teaching; one is combining with the specific conditions of schools, students and teachers, with appropriate supplement to general English; and the other is to implement academic English teaching for all freshmen from the first year. For example, many "985 Project" Universities have realized general academic English teaching, while some universities only realize academic English teaching among graduate students (Zou Bin, 2015).

Based on the current situation and demand analysis of Graded English Teaching, our university are planning to implement academic English from three aspects. First, continue to conduct general English Teaching in the first semester with the textbook of New Horizon College English; in the second or third semester, to implement academic English. Second, those with higher grades start academic English one semester in advance, and others follow the practice one semester later. Third, expand academic English reading in combination with the unit theme of the textbook New Horizon College English. Teachers explain structure of academic discourse, encourage students to search professional knowledge online, expand academic English vocabulary, and cultivate students' critical thinking ability.

5. CONCLUSION

With the deepening of the internationalization of education and the growth of college students' English learning needs, the reform of general academic English teaching cannot be limited to key universities, ordinary universities should also actively participate. Based on the actual situation of our university, presently it is appropriate to adopt the strategy of coexistence of general English and academic English, enabling students to quickly integrate the learning concept of academic English on the basis of the original knowledge system. Academic English teaching reform is still in its beginning stage, so universities and teachers still have a long way to go.

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Research On Teaching Problems And Countermeasures Of Mechanical Manufacturing And Automation Specialty In Higher Vocational Colleges

Lingbo Jiang
Mechanical And Electrical Engineering, Shandong Vocational College Of Industry, Zibo, Shandong 256414, China

Abstract: With the rapid development of society, higher requirements are put forward for vocational education, which not only requires the talents trained by higher vocational colleges to master professional knowledge and skills, but more importantly, to have good comprehensive quality and cultural connotation. Therefore, it is necessary to promote teaching reform and innovation, improve the talent training system, and constantly improve the quality of teaching. Based on this, this paper takes the mechanical manufacturing and automation major as an example to discuss the teaching problems and reform countermeasures of this major.

Key Words: Higher Vocational Education; Major In Mechanical Manufacturing And Automation; Teaching

1. CURRENT TEACHING PROBLEMS OF MECHANICAL MANUFACTURING AND AUTOMATION MAJOR IN HIGHER VOCATIONAL COLLEGES

1.1 Mechanical manufacturing is the key to the development of modern social productive forces. With the development of social economy, the demand for mechanical manufacturing talents is increasing day by day. The major of mechanical manufacturing and automation in higher vocational colleges is the main channel to train professional mechanical manufacturing talents, and also shoulder the responsibility of training mechanical manufacturing talents in line with the post requirements for social enterprises [1]. However, from the actual situation, there are still a series of deficiencies in the teaching of mechanical manufacturing and automation major in higher vocational colleges, which greatly hinder the training of talents. Therefore, starting from the current teaching problems of machinery manufacturing and automation specialty in higher vocational colleges, how to effectively promote the teaching reform and improve the quality of teaching is an urgent problem to be solved in front of educators.

1.2 Professional goal setting is vague. At present, in the teaching process of mechanical manufacturing and automation major in higher vocational colleges, there is still the situation of fuzzy teaching objective setting., embodies the first is the teaching goal is a lack of scientific and reasonable planning and arrangement, the higher vocational colleges is not in-depth analysis social and business surveys at this stage, the actual demand for mechanical manufacturing and automation professional talents, obvious lag when it set the talents cultivation target and one-sided, heavily influence the final quality [2]. Secondly, it is the deficiency of the teaching system of mechanical manufacturing and automation major in higher vocational colleges. the curriculum setting is not suitable for students' learning rules, and the focus of teaching objectives is biased, which leads to the unclear design of teaching objectives.

1.3 Lagging teaching methods. Teaching method is a good embodiment of teachers' teaching ability, which is directly related to the final teaching quality. At this stage in the mechanical manufacturing and automation professional teaching, most teachers' education concept is relatively backward, the obvious problems existing in the use of teaching methods, which generally adopt the traditional teaching method, classroom teaching to the students when the pure knowledge, students passively accept knowledge for a long time, resulting in a decline in their own subjective initiative [3]. At the same time, due to the lack of teaching ability of some teachers, they are unable to choose reasonable teaching methods in combination with the course content, and fail to adopt corresponding teaching means at the appropriate time, which affects the teaching effect.

1.4 The content of the textbook is inconsistent with the reality. Textbook content is the core of professional teaching. For mechanical manufacturing and automation major, due to the rapid pace of technological development and updating, the content of teaching materials is often separated from the actual situation, and students' knowledge content lags behind the development of the industry, which makes it difficult to apply their knowledge and skills in practical positions after employment.

2. TEACHING REFORM MEASURES OF MECHANICAL MANUFACTURING AND AUTOMATION SPECIALTY IN HIGHER VOCATIONAL COLLEGES

2.1 Clear professional teaching objectives. the basic purpose of vocational education is to help students master professional knowledge and skills, improve the core competitiveness of students, and promote the smooth employment of students. Therefore, for higher vocational machinery manufacturing and automation professional teaching, in the process of training machinery manufacturing talents should always take employment as the guidance, will help students get employment as the main goal of higher vocational machinery manufacturing
and automation professional teaching, for the growth and development of students point out the direction. First, higher vocational colleges should go deep into the society and enterprises to conduct research, master the development direction of the machinery manufacturing industry in enterprises at the present stage, and clarify the specific standards of the actual positions of mechanical design, mechanical research and development, process design, draftsman and other enterprises for talents. At the same time, the employment development of all previous mechanical manufacturing and automation major students in the university was deeply investigated, and the employment and personal development of students in the society were understood. On this basis, the existing teaching objectives were adjusted. Second, higher vocational colleges should further strengthen the cooperation between colleges and take the initiative to invite professionals and experts in other firms involved in the establishment of teaching goal, according to the actual needs of enterprises and on the talent requirements, clear the students to master the knowledge, skills, and to ensure that the mechanical manufacturing and automation professional conform to the enterprise personnel training need.

2.2 Rebuild the curriculum system Currently, mechanical manufacturing and automation professional teaching content is relatively lags behind, so it is necessary to rebuild the existing professional curriculum system, constantly update perfect the teaching content, the industry forefront of content into courses, to ensure that students learn knowledge and skills can be applied in practical production, achieve perfect cohesion of graduation and employment. Therefore, higher vocational colleges need to highlight the important position of enterprises in higher vocational machinery manufacturing and automation through school-enterprise cooperation. Higher vocational colleges should combine the employment needs of students, organize backbone teachers to write school-based courses, such as CAD/CAM application, CNC machining technology and other courses to rebuild. At the same time, we can seek the guidance of relevant professionals in enterprises, and compile special teaching materials in line with the development of higher vocational machinery manufacturing and automation according to the learning characteristics of students and the actual conditions of colleges and universities.

2.3 Improve the training system In view of the problem that teachers generally pay more attention to theory than practice in the teaching of mechanical manufacturing and automation major in higher vocational colleges, in addition to the reconstruction of the curriculum system mentioned above, we can also optimize the practical training system of mechanical manufacturing and automation major in higher vocational colleges by improving the assessment system. In terms of the examination content, we should pay equal attention to both theory and practice, and take the written test result as the main evaluation basis during the theory examination, so as to understand the students' mastery of the professional knowledge of mechanical manufacturing and automation through the written test result. In terms of practical skills assessment, teachers assess students through the school training base, taking the complete project design as the assessment content, and fully integrating skills training projects such as mechanical processing, CAD application, computer operation and NUMERICAL control machine operation. On the subject of evaluation, students' professional knowledge and skills are evaluated from three dimensions, the first is teacher evaluation. Teachers give comprehensive evaluation according to students' theoretical achievements and practical project evaluation results. Secondly, the enterprise evaluation, according to the internship situation and performance of students in the enterprise to give a process evaluation; Finally, the students' evaluation adopts the way of self-evaluation and mutual evaluation. Through this perfect evaluation system, students' learning ability can be more comprehensively presented to ensure the objectivity of evaluation. Guided by assessment and evaluation, the continuous optimization of practical training system can be promoted.

3. CONCLUSION

To sum up, although higher vocational machinery manufacturing and automation major has formed a relatively perfect curriculum system after years of development, there are still some problems in the actual teaching, such as fuzzy professional goal setting, lagging teaching methods and inconsistent teaching material content. Therefore, higher vocational colleges need to always adhere to the students employment as the guidance, also clear teaching goal, to build a course system, perfecting the training system, strengthen the practice teaching, etc., continuously improve the quality of personnel training, for the society transport more high-quality, comprehensive development of machinery manufacturing personnel, make contributions to the socialist modernization construction.

REFERENCE

Development And Application Analysis Of Modern Power Electronic Technology

Honglian Li1, Yu Bai2
1. Ningxia College Of Construction, Yinchuan 750001, China;
2. State Grid Ningxia Yinchuan Power Supply Company, Yinchuan 750001, China

Abstract: With the continuous development of science and technology, power electronics technology has made great progress, and has been widely used in various industries, as well as People's Daily life and work, promoting the upgrading of traditional industries, but also to a large extent to promote the development of social economy. In the process of production and operation, relevant enterprises can introduce modern power electronics technology, and combine the actual characteristics of the technology and the actual development needs of enterprises, adopt appropriate measures to carry out scientific application, so as to improve the effectiveness of the application of power and electricity technology, so that it can play a practical role.

Key Words: Modern; Power Electronics Technology; Development And Application

1. INTRODUCTION
For modern power electronics technology, it is very integrated with a variety of technologies, such as circuit technology, computer technology, etc. In the practical application process, it will use the corresponding power electronics devices to effectively control and transform the electric energy. With the passage of time, the power electronic technology are also growing, and it is still in a constant state of development, in the application of the technology should be combined with the actual situation, the introduction of advanced and suitable power electronic technology, improve people's quality of life and the production efficiency, promote the long-term development of social economy in our country.

2. THE DEVELOPMENT TREND OF MODERN POWER ELECTRONICS TECHNOLOGY
2.1 Development trend of modularization and integration.
In the context of modern electric power technology, its application in the process, without electricity, power device, the two parts, in the electronics, the two parts is the core of intelligent areas, and its volume is small, with the continuous development of power electronic technology, the structure of the power supply and power devices will become more compact, the size becomes smaller, In the future development process, the device combination in power electronics technology will also move towards modularization and integration to further improve the convenience of technology application [1].

2.2 Switch from low frequency to high frequency, at present, the volume of power electronic devices is constantly shrinking, in which the transformer capacitance volume, inductance, and the power supply frequency will present an inverse relationship, in this case, the past low frequency will change to high frequency this development trend. At present, modern power electronics technology is relatively mature, and on the basis of this mature power electronics technology, controllable turn-off devices are produced, which is also an important symbol of the transition from low frequency to high frequency. In the future development stage, with the continuous development of science and technology, power electronics technology will gradually develop towards the direction of high frequency.

2.3 Development trend of full control and digitalization.
In the past, power electronic devices themselves have a high risk index, especially when the electrical appliances are turned off, they will be limited to a certain extent, and there are hidden dangers. At present, the development of information technology, digital technology, makes the development of modern power electronic technology, gradually toward the full digital control, direction, and therefore, the market also gradually produce all control in power electronic technology, digital, which shut off the full control of the device also has been available, the emergence of this device, To a large extent, the disadvantages of traditional power electronics technology are effectively compensated, which not only promotes the development of digitalization, but also improves the level of modern power electronics technology [2].

2.4 Gradually to the trend of green development. For the traditional power electronics technology, it has the defects of high energy consumption and heavy pollution. In the future development, in order to avoid pollution to the environment, modern power electronics technology will gradually develop towards the direction of energy saving and green environmental protection. Relevant technology researchers will reduce the energy consumption of power electronic devices, and also reduce their pollution, so that the power electronic technology in the application process, to achieve effective protection of the environment. As far as the previous electronic equipment is concerned, the high-order harmonic current will be brought into the power grid during operation, which will cause certain pollution to the power grid, which will reduce the total power quality, and the power grid voltage may also have the risk of distortion. As to effectively improve the pollution problems in the development of modern power electronic technology, will be based on the concept of green environmental protection, science and correction, to power parameters in the process of active filter, compensator, and therefore, the modern power electronic technology will gradually towards the direction of energy conservation and environmental protection.

3. APPLICATION ANALYSIS OF MODERN POWER ELECTRONICS TECHNOLOGY

ACADEMIC PUBLISHING HOUSE
3.1 Application analysis in the field of new energy power generation. In recent years, the deterioration of the global ecological environment continues to worsen, especially some non-renewable resources gradually show different exhaustion phenomenon. In order to improve this environmental problem, some developed countries began to develop and utilize renewable resources. However, the development and utilization of renewable energy in China started relatively late, and the development speed is also relatively slow, which is applied in the power structure, there are certain problems. If new energy is used for power generation, relevant technical departments can apply modern power electronics technology and make full use of new energy by selecting appropriate equipment, so as to obtain electricity and relieve the current situation of power resource shortage [3].

3.2 Application analysis in the industrial field. At present, different AC and DC motors are widely used in industry. For power electronic equipment with power supply function, it mainly involves controllable rectifier and DC chopper. In recent years, the continuous development of technology innovation, AC and DC motor speed performance is not much different, but the dominant position, or AC speed control technology. In the practical application process, it will involve the road mine traction, roller machine, CNC machine tools and other fields to improve the operation effect of machinery. In addition, some frequency conversion devices will also be applied in large blowers, especially for the speed regulation performance requirements are not high blower equipment, the frequency conversion device is applied among them, which is conducive to reducing the consumption of energy. In addition, in metallurgical industry, power electronic technology can also be applied in quenching, DC arc furnace, further improve metallurgical efficiency.

3.3 Application analysis in transportation. Modern power electronics can also be applied to transportation, including electrified railways. In China, there is a certain difference between the power electronic devices used by DC and AC locomotives. the former basically uses the rectifier device, while the latter uses the frequency conversion device. For railway vehicles, dc chopper is usually used, and in the future, maglev trains will also use the corresponding power electronics technology. In addition, modern power electronic technology has been applied in the vehicle, not only will involve the traction motor drive device, will gradually applied to different types of auxiliary power, through to the related scientific application of power electronic devices, the power to transform effectively and drive control, promote the safe operation of vehicles, to provide enough power to support for car, This will also help reduce exhaust pollution.

4. CONCLUSION

At present, China's science and technology is making continuous progress, which is very beneficial to the development of power electronics technology. In the continuous development of power electronics technology, it can also make great contributions to energy saving, production efficiency improvement, environmental protection and other aspects, which is also the actual development direction of power electronics technology itself in the future. While relevant industries should consider their own actual development needs when applying it, they should also scientifically optimize the introduced technology so that it can meet the requirements of industry development.

REFERENCE

The Practice Of Graduation Design Teaching Management Under the New Format

Kunshan Li, Jialong Xu
School Of Mechanical Engineering, University Of Jinan, Jinan, Shandong 250022, China

Abstract: Discussed the research content of graduation design and the proposition characteristics of graduation design under the new forms. Combining the actual situation of the School of Mechanical Engineering, several principles that should be followed and adhered to in the graduation design teaching and management under the new format are put forward. Through teaching practice, the reform and improvement of graduation design teaching management should be based on adapting to social development, and control the mode of higher education's talent training process, actively innovating, and forming high efficiency with its own characteristics and characteristics.

Keywords: New Forms, Higher Education; Graduation Design; Teaching Management

1. INTRODUCTION
With the rapid development of my country’s higher education, profound changes are taking place in educational thoughts and concepts, the quality of talent training, and society’s requirements for talent training in higher education institutions. This has also brought about the reform of talent training models, especially under the new form, the repositioning of talent training goals and the redesign of talent training specifications have undergone significant changes.
Graduation design (thesis), as a crucial practical teaching link in the training of talents in colleges and universities, needs to adapt to the in-depth reform of higher education, constantly adjust the topic selection ideas, innovate thinking methods, and seek higher-level development.

2. THE PRACTICE OF GRADUATION DESIGN TEACHING MANAGEMENT UNDER THE NEW FORMAT
According to the research content and characteristics of the graduation design, the management of the graduation design under the new format should pay attention to the following principles.

2.1 The principle of scientificity: the principle of scientificity is to require the selection of topics to comply with the laws of education and basic teaching requirements in terms of source, type, update rate, and knowledge coverage. The topic selection needs to reflect the training objectives of the major and have an appropriate workload and difficulty.
The topic selection is the key to the graduation design (thesis) work, and the quality of the topic selection is the starting point of the graduation design (thesis) quality, and is the prerequisite for ensuring knowledge synthesis and design innovation. In fact, a good topic selection not only refers to the scientific nature of the topics released by the teacher, but also the rationality of the student's knowledge structure. While choosing the topic of graduation design, students also choose the corresponding professional direction and curriculum system. Therefore, the scientific principle also requires the further improvement of the tutorial system and the strengthening of the two-way selection process. It is necessary to select the topic of the graduation design as early as possible, and combine the topic selection with professional internships and professional courses [7] so that the tutor not only guides the graduation design itself, but also guides the selection of professional courses for students, so as to ensure that the knowledge structure of students is suitable for the graduation design.

2.2 The principle of subjectivity: Students are the subject of education, and they must pay attention to giving play to their subjective role and mobilize their initiative, consciousness, enthusiasm, independence and creativity. In the two-way selection of teachers and students, sufficient space and time should be reserved for students, and students' right to know and to choose should be fully respected. Teachers should introduce the nature and content of the topics and put forward requirements for knowledge and personnel while publishing topics. When choosing a topic, students can introduce their own characteristics and advantages, and put forward certain hopes; in the design process, students should cultivate their independent thinking ability and habits, maintain and strengthen the independence of students' personal understanding, so that they truly have their own Independent thinking. It opposes the design according to pictures that teachers take care of everything, and also opposes forcing students to believe in blindly and obey blindly. We must be good at discovering the level and potential of students, encourage students to try actively, establish self-confidence for continuous improvement, and improve the internal motivation for active development.

2.3 The principle of proceduralization: it is necessary to construct an effective graduation design teaching quality monitoring and guarantee system according to the characteristics and conditions of the major and discipline, and establish a series of complete documentation in accordance with the typical characteristics of TQM and ISO 9000 standards Procedures to standardize the graduation design process and implement effective control in each key link to establish a good graduation design teaching order.
Design, especially functional principle design, is a synthesis of multiple knowledge. Synthesis is "there is a law but no law", that is, it is impossible to get a certain good solution as long as it is done according to a certain "method" [2] However, the overall process of mechanical
design still has laws to follow, and its basic composition may be different, and the logical relationship between the various stages is relatively stable. Therefore, in order to improve the design quality and speed up the design process, it is necessary to follow and grasp these laws and design according to certain rules, the institutionalization and standardization of these rules is proceduralization. Institutionalization is the prerequisite and basis of proceduralization, so that people have rules to follow; standardization and proceduralization are the extension and concretization of institutionalization, which can reduce subjective arbitrariness in work and have rules to follow.

2.4 The principle of development: the diversification of educational needs requires graduation design evaluation to get rid of the one-size-fits-all model, and strive to demonstrate students' design talents and individuality, the purpose of the defense evaluation is to judge the results of the students' graduation project, but more importantly, it is to discover the students' future potential. Adhering to the principle of development, we must fully understand the students, pay attention to the development of each student at the existing level, understand and respect the individual differences in the development of the students. This is particularly important when evaluating design results that are on the verge of regulatory requirements. Adhering to the principle of development also lies in using the process of defense to promote teaching and learning with evaluation. For this reason, insisting that everyone must reply, and recommended by the group to get rid of the one-size-fits-all model, and strive to demonstrate students' design talents and individuality, the purpose of the defense evaluation is to judge the results of the students' graduation project, but more importantly, it is to discover the students' future potential. Adhering to the principle of development, we must fully understand the students, pay attention to the development of each student at the existing level, understand and respect the individual differences in the development of the students. This is particularly important when evaluating design results that are on the verge of regulatory requirements. Adhering to the principle of development also lies in using the process of defense to promote teaching and learning with evaluation. For this reason, insisting that everyone must reply, and recommended by the group to get excellent, not only can exercise the students' defense ability and sense of competition, but also provide experience and lessons that can be used for reference in the graduation design of the coming year.

2.5 The principle of comprehensiveness: First, the comprehensiveness of the graduation design teaching objectives. It is necessary to promote the all-round development of students and handle the relationship between knowledge and skills, processes and methods, emotional attitudes and values, traditional techniques and modern tools. Through the graduation design, it promotes emotional experience, feeling process, mastering methods, and promotes the natural formation of scientific values; the second is the comprehensiveness of the basic requirements of the design. That is, knowledge requirements, which are expressed as the ability to integrate learned knowledge and integrate theory with practice, so as to deepen theoretical knowledge, expand knowledge fields and extend professional skills; ability training requirements are expressed in topic opening, argumentation, data collection, plan comparison, research, and experimentation the ability to solve practical problems in terms of summarizing, refining ideas or conclusions; comprehensive quality requirements, including the ability to use various tools, writing scientific research reports, papers, design and expression, communication, and teamwork in work. Respect for the work of others and the ability to handle interpersonal relationships; the third is the comprehensiveness of the evaluation of results. You can't just look at one part of the defense, such as using an evaluation model that combines the instructor's score, the reviewer's score, and the defense's score.

3. CONCLUSION

The teaching and management of graduation design (thesis) is a universal and specific research topic. Each school is conducting related exploration and practice, and has accumulated many good methods and experiences. However, schools at different levels or Colleges have different orientations, teachers, source of students, and conditions for running a school, so the teaching and management model cannot be copied and copied completely. On a higher level, the reform and improvement of graduation design (thesis) teaching and management is a manifestation of the talent training process of higher education adapting to social development. The continuous development of society determines that teaching reform is a dynamic cycle of repeated cycles and continuous improvement. Therefore, the reform of graduation design (thesis) teaching and management must adapt to national and local economic development, actively innovate, and form characteristics.

REFERENCES

Research On Effective Interactive Teaching Methods Of Ideological And Political Course In Colleges And Universities

Xiaohong Li, Na Li, Weihua Li
Hebei Vocational University Of Industry And Technology, Shijiazhuang, Hebei 050091, China

Abstract: College students are in the key stage from the school into the society, at this stage of the students have not officially out of the society, college students as a new technology and new ideas of senior professionals, its in the society can promote the development and progress of society. In this process, we need to pay attention to the ideological and political education class and improve the ideological and political level of college students. This paper analyzes the key factors of teacher-student interaction in ideological and political courses in colleges and universities, and puts forward effective interactive measures for reference.

Key Words: University; Ideological And Political Classroom; Interactive Teaching

1. INTRODUCTION

Ideological and political classroom in colleges and universities is the main channel for college students to participate in ideological and political education, so colleges and universities should pay attention to the effective development of ideological and political education classroom, so that it can promote the realization of the teaching goal of moral education. Under the development of the new era, the thoughts of college students are more active, and they have received more and more new thoughts in the network media. However, since students are unable to accurately judge their moral concepts, which affects the establishment of students' values, the development of ideological and political classes should be strengthened. In recent years, teacher-student interactive teaching is a common teaching mode. Good interaction also arouses students' enthusiasm while improving the classroom atmosphere.

2. KEY FACTORS FOR EFFECTIVE TEACHER-STUDENT INTERACTION

Colleges and universities should give full play to their role in carrying out ideological and political classes. Teachers should reflect students' dominant position in class and take teachers as the leading role. In the course of ideological and political course, teachers should conduct in-depth analysis of college students' ideological cognition and value orientation, understand students' learning needs on this basis, design the teaching scheme of ideological and political course according to students' habits in the learning process, and improve the quality of ideological and political course teaching. Teachers should reflect their dominant position in ideological and political class, and master the rhythm of class so that their classroom teaching can be carried out orderly. During the development of ideological and political course, effective interaction should be formed between teachers and students, and teachers are the key factor in effective interaction [1]. However, in interactive teaching, teachers' problems in classroom teaching are reflected one by one, mainly as follows:

2.1 the theory of ideological and political education in colleges and universities teaching materials without a comprehensive understanding of, make its ideological theory knowledge level is relatively low, this leads to reform in class under the status quo, unable to effectively implement teaching material system to teaching system, teachers in the classroom education courses may appear don't speak of phenomenon, cause the poor efficiency of the classroom, the students learning efficiency also is unable to realize

2.2 Currently, teachers do not have a clear understanding of teaching objectives in the classroom teaching of ideological and political courses, which leads to their inability to reasonably design the teaching syllabus. Meanwhile, teachers are also casual in the classroom teaching process and do not carry out teaching in accordance with the requirements of the teaching syllabus, which also affects students' learning effect of ideological and political courses.

2.3 When carrying out ideological and political teaching, teachers fail to reflect students' subjectivity in class, and students still passively receive knowledge in class. Teachers' view is wrong, and students' independent learning ability and thinking ability cannot be brought into full play under this teaching mode. In this teaching mode, the interaction between teachers and students can not effectively mobilize the classroom atmosphere, and the teaching effect can not be improved.

2.4 education courses in conducting classroom teaching, the teacher lack of teaching skills in the classroom, the students in the process of interaction between teachers and students to the knowledge of the skills, and to understand the students' psychological activities, etc, at the same time, the background of teachers' theoretical knowledge is relatively weak, in this case is easy to cause the interaction between teachers and students lack of effectiveness, form is invalid.

3. SUGGESTIONS FOR EFFECTIVE INTERACTION BETWEEN TEACHERS AND STUDENTS

3.1 Improve the professional ability and level of teachers
When colleges and universities carry out classroom teaching of ideological and political course, they need to
pay attention to the quality of the classroom first, which should pay attention to the professional ability and level of teachers [2]. Teachers to cope with its own political quality, theory foundation of basic skills and ability to improve the business level, enable it to have a higher level of teaching, the education courses to develop the classroom can to clear teaching goal, teaching content and so on, at the same time in the classroom can ensure the effective development of interactive link, in this case can promote the realization of teaching goals. When colleges and universities introduce ideological and political teachers, the threshold should be raised and the comprehensive ability of teachers should be assessed. Teachers should have strong political quality and theoretical level, and at the same time, they should pay attention to their professional ability, so that the introduced ideological and political teachers have strong teaching ability from the beginning. Colleges and universities should also strengthen the training of existing teachers, so that their professional teaching ability can be improved, the reasonable construction of teachers, formulate the relevant assessment mechanism, prevent teachers from burnout in the teaching process, and promote the working atmosphere of teachers to develop in a positive direction.

3.2 Strictly standardize teaching activities
The classroom teaching of ideological and political courses in colleges and universities is a very serious work. In carrying out the teaching work, the teaching activities should be strictly standardized so as to improve the teaching quality of ideological and political courses in colleges and universities. At present, in the course of ideological and political education in colleges and universities, the teaching objectives and contents should be formulated according to the requirements and regulations of the central government and the education department, so as to ensure that the ideological and political education conforms to the status quo of China's social development. It is also necessary to formulate the ideological and political course syllabus reasonably, and teachers should carry out course teaching according to the syllabus, so that they can complete the teaching task on time and guarantee the quality, and improve students' ideological and moral accomplishment. In interactive classroom teaching, teachers should strictly prohibited from teaching in accordance with the requirements of the teaching syllabus, so that it can effectively reduce the occurrence of teachers' non-standard teaching behavior in ideological and political courses in colleges and universities.

3.3 Strengthen professional ethics education and vocational skills training for teachers
In the course of ideological and political education, colleges and universities should pay attention to teachers' professional ethics, strengthen the development of teachers' professional ethics education, and strengthen the training of teachers' professional skills [3]. Through training and learning, teachers can improve the teaching level of ideological and political class. Teachers can realize that students are the main body of the class, change the traditional teaching mode, and realize that teachers are the imitator of ideological and political theory, as well as the guide of students' ideological and moral accomplishment. Colleges and universities should also reflect the interaction between teachers and students in the classroom. Teachers should teach ideological and political courses by words and deeds in the interaction, carry out ideological and political course teaching based on the teaching syllabus and teaching objectives, and ensure the enthusiasm and effectiveness of the interactive link in the interaction process. In the ideological and political teachers' training, training needs for the ideological and political theory knowledge, not only should also strengthen the psychology, pedagogy and other related knowledge training, in order to improve the ideological and political teachers' comprehensive ability, make it to students in the classroom, learning habits and the role of the development of interactive teaching can improve its effectiveness.

4. CONCLUSION
To sum up, in the current era, the education system is constantly changing, and colleges and universities have begun to strengthen the development of ideological and political courses. The rational development of ideological and political class teaching in colleges and universities can improve students' ideological and moral cultivation and help them establish correct values. In ideological and political class, teachers should strengthen the application of interactive teaching methods to ensure the effectiveness of interactive teaching, improve students' enthusiasm for learning in interactive teaching, mobilize the classroom atmosphere, and improve students' learning efficiency.

REFERENCE
Abstract: With the development of the we-media era, higher vocational student management is facing new development challenges. With the help of we-media technology, higher vocational student management can be innovated, so as to effectively improve the overall level of student management. In this regard, we should strengthen the application of we-media technology and pay attention to the innovation of student management. This paper will discuss the innovation path of student management in higher vocational colleges under the we-media environment.

Key Words: We Media Environment; Higher Vocational Student Management; Innovation Path

1. INTRODUCTION

At present, higher vocational student management occupies an important position in higher vocational education. Through the development of student management, students' learning behavior can be standardized and higher vocational colleges can cultivate more high-quality talents, so as to meet the development needs of the current society. Under the we-media environment, higher vocational colleges are facing new challenges in student management. Only by adhering to the principle of keeping pace with the Times and timely innovating the concept of student management can the overall level of higher vocational student management be effectively improved.

2. OVERVIEW OF WE MEDIA

"We media" can also become personal media. Different from traditional media, "We media" has a certain scale of development and is derived on the basis of the development of Internet technology, which greatly promotes the speed and efficiency of information transmission and thus promotes the emergence of "We media" platforms. Compared with traditional media, "We media" platform has many advantages and is faster than traditional media in information processing, collection and release. Moreover, "We media" platform is not limited to one mode and can choose according to users' needs, so its audience is very wide. In addition, the difficulty of using the We-media platform is relatively low. Users do not need to master the rules of using the system, but can master the method of using the We-media platform with simple learning, which is incomparable to traditional media. With the development of "we media" platform, people are more and more likely to release their ideas on "we media" platform, which makes "we media" platform become the main place for people to show. With the help of "We media" feature, higher vocational colleges can strengthen the innovation of student management.

2.1 The current situation of student management in higher vocational colleges under the we-media environment

2.1.1 The impact of the network environment

With the development of the we-media era, the speed of information transmission is accelerated, resulting in an increasingly complex network environment, which has a negative impact on the development of higher vocational student management. Affected by various factors, the network environment has a strong complexity, coupled with the lack of strict supervision, easy to increase the difficulty of student management, so as to reduce the level of student management. In the network environment, a lot of wrong information will penetrate into the ideological consciousness of vocational college students, and then mislead their values [1].

2.1.2 We media platform application is not in place

At present, we media has become the main channel of information dissemination, especially the increasingly extensive use of we media platforms by college students. However, according to the development of student management in higher vocational colleges, there is the problem of inadequate application of we-media platform, and many management methods are still limited to traditional media technology, resulting in delayed information feedback and difficult to effectively improve student management. In this regard, the student management staff in higher vocational colleges need to strengthen the research on the we-media platform and apply it to the student management work, so as to ensure timely improvement of the deficiencies in the student management work and prevent unnecessary information leakage, so as to promote the smooth development of the student management work in higher vocational colleges [2].

2.1.3 Not paying enough attention to new media

In the we-media environment, managers of higher vocational colleges need to attach importance to the application of new media technology and timely innovate the methods of student management to ensure timely information feedback. However, at the present stage, the student management staff of many higher vocational colleges do not pay enough attention to new media and ignore the application of "we media", which leads to the lack of effective means to manage teaching management and easy to encounter various problems, thus hindering the stable development of higher vocational education.
3. INNOVATIVE APPROACHES TO HIGHER VOCATIONAL STUDENT MANAGEMENT IN THE WE-MEDIA ENVIRONMENT

In view of the problems existing in the student management in higher vocational colleges, it is necessary to formulate specific coping strategies based on the current environment to ensure that the student management can be carried out effectively and standardized, so as to improve the efficiency of the student management. In this regard, we should innovate the management of higher vocational students from many aspects.

3.1 Strengthen supervision over the Internet environment
With the development of the we-media era, the speed of information dissemination is accelerated, which provides great convenience for People's Daily life and work, but also brings some negative impacts. In the complex network environment, it is difficult to manage students in higher vocational colleges, which is not conducive to standardizing students' daily behavior, and students' ideological consciousness will be misled by wrong information, thus affecting the establishment of students' values. In this regard, it is necessary to strengthen the supervision of the network environment, clean up all kinds of wrong information in time, and constantly improve the security of the network environment, so as to provide a safe Internet environment for students. For higher vocational colleges, they should realize their own responsibilities, ensure that they can give full play to their guiding role and strengthen the moral awareness of students, so as to promote the orderly development of student management [3].

3.2 Establish a we-media information exchange platform
Higher vocational colleges need to realize the importance of we-media platform, establish we-media information exchange platform to implement student management, ensure timely information feedback, and then handle student management problems, so as to improve the efficiency of student management. Moreover, more valuable information can be shared on the we-media information exchange platform, and campus activities can be displayed on the network platform, so that students can be motivated to participate in it actively and actively, which is conducive to promoting the development of teaching in higher vocational colleges. In addition, the construction of “we media” platform can help excavate the teaching resources on campus and formulate specific guidance according to the actual needs of students, which can meet the learning needs of students and thus bring positive influence to promote the development of student management in higher vocational colleges.

3.3 Improve the network literacy of teachers and students
In the we-media environment, higher vocational colleges should pay attention to the network literacy of teachers and students, ensure that teachers and students have high network literacy, so as to consciously abide by the network ethics, so as to avoid unnecessary management problems. At present, information dissemination is accelerating day by day, prompting all kinds of information to emerge in endlessly. Only by strengthening network literacy education can we correctly identify network information, so as to improve students' self-management ability, which is helpful for students' management in higher vocational colleges. In this regard, we should pay more attention to network literacy education and increase the strength of education, so that vocational students can have the ability to distinguish network information, learn to think independently and solve problems, and then establish the correct values and outlook on life.

4. CONCLUSION
With the advent of the we-media era, various we-media platforms invade People's Daily life, bringing convenience to people but also causing a lot of trouble. In higher vocational education, student management is very important. Only by implementing student management well can students' learning behavior be standardized and they can learn in strict accordance with the rules and regulations of the school. In this regard, managers of higher vocational colleges should recognize the importance of the application of we-media technology, actively respond to the challenges brought by the we-media environment, and make good use of the media's communication and penetration, so as to correctly guide students to learn.

REFERENCES
Analysis On Training Methods Of Explosive Power In College Physical Education

Chuang Liu
Jiayang College Of Zhejiang a&f University, Zhiju, Zhejiang, China

Abstract: With the development and progress of society, our country pays more and more attention to the development of physical education in colleges and universities. Modern society has completely entered the information age, the emergence of information technology has enriched the forms of sports application, so that students can participate in various sports competitions in the virtual world. Virtual games increase the sense of participation and interest in sports, but the trend of sports virtualization to a large extent reduces students' demand for real sports, resulting in the decline of students' physical fitness. From the perspective of the training method of explosive power of college physical education, this paper aims to attach importance to the teaching of college physical education and strengthen the training and cultivation of relevant core indicators.

Key Words: College Sports; Explosive Force Training Methods

1. INTRODUCTION
Since entering modern society, physical education, as an important part of the teaching system of colleges and universities, has played a great role in improving students' physical quality, the era of national fitness has come. College physical education shoulders the important task of national physical quality training and improvement. On the other hand, sports belong to habitual sports, and beginners need a certain amount of training time to form habitual sports behaviors. In particular, the formation of personal explosive power, habit to exercise as the premise. Therefore, physical education teaching in colleges and universities must recognize the fact that students' explosive power is reduced, and from the perspective of students' life and health, combined with the actual needs of students and teaching experience, the explosive power training in college physical education is discussed.

2. SIGNIFICANCE AND FUNCTION OF EXPLOSIVE FORCE TRAINING IN COLLEGE SPORTS
2.1 Significance of explosive force training in college sports
Exercise is of great significance to people's life and health. Exercise can promote human metabolism and increase the vitality of muscles and organs. In college PE teaching, explosive power training can be combined with modern college PE teaching objectives, and teachers can take explosive power as the standard to judge students' PE ability. Explosive power, as a lifelong indicator to measure people's sports ability, can objectively reflect students' mastery of sports skills. Under subjective and objective conditions, explosive power can enhance people's lifelong sports awareness and enhance their attention to sports training.

In modern college PE teaching, the current college PE teaching mode attaches importance to the training of students' explosive power, through which students can maintain their enthusiasm for PE learning. Through sports explosive training, students can also gradually develop good living habits, which is of great significance for students' personal growth and learning. Through explosive training, students' executive ability, innovation ability and learning ability will be improved, and students' personal potential will be stimulated. Potential includes the development of students' life health, physical fitness, sprint endurance and balance ability. Therefore, colleges and universities should pay attention to students' explosive power practice when carrying out sports teaching, and improve students' comprehensive quality of sports through explosive power training.

2.2 The role of explosive force training in college sports
Explosive force is regarded as speed and strength in college sports. Therefore, explosive power is often used to measure students' sports ability in college physical education teaching, and students' sports speed and strength are regarded as objective evidence of students' sports ability. Through training students' sports explosive power to gradually enhance students' basic skills, for the development of students' other abilities to lay a solid foundation.

Explosive power teaching in college sports has obvious characteristics. In the process of explosive power teaching, students can try to combine their physical and psychological characteristics together, and set reasonable training goals for themselves according to the evaluation standard of explosive power. Achieve the desired goal through gradual training. Students can train by setting explosive power targets in line with their actual situation, so as to better improve the basic abilities of individual sports through explosive power training. Such as speed and strength exercises for students. Through the body speed and strength training, the students’ limbs and internal organs have been fully adjusted. And in the training process combined with students’ innovation ability and sports ability. In the aspect of explosive power training, students should know their basic sports ability and choose suitable sports methods such as rope skipping, running in place, fitness equipment training and so on. Or you can strengthen yourself through sports like rock climbing, tennis, soccer, or basketball. Especially when students use basketball and football as training programs, these programs can easily innovate students' athletic ability.
3. ANALYSIS OF EXPLOSIVE FORCE TRAINING METHODS IN COLLEGE SPORTS

3.1 Classroom basic training methods
When students just touch the concept of explosive power, teachers need to consolidate students' basic sports ability according to the teaching links. Students need to know the methods and contents of explosive training in different situations when they understand the definition, terminology and application scope of explosive force. At the same time, teachers also need to combine the current classroom teaching mode, such as the use of multimedia and other information technology for students to analyze the video materials of various competitions and training, so that students can more intuitively understand the essence of training movements, so that students can master training skills and methods in the actual training process as soon as possible. In the actual physical education, teachers need to divide the teaching materials into different topics according to the teaching content. In order to satisfy the design and planning of the teaching program, the school age should be taken as the reference for the design of the explosive power training program, and the corresponding physical training program should be combined with the design of the explosive power training program. In addition, in the specific teaching environment, the content of physical education class is logical, including the definition and discussion of the concept of explosive power, at the same time, put forward targeted explosive power training programs, and combined with various sports in reality to strengthen the practice of students' personal strength and speed. In terms of professional teaching, teachers in charge of explosive power training need to make clear the classroom time and training intensity of explosive power training.

Here, take track and field as an example. In explosive force training, exercise+speed training is used to replace intermittent training, and weight-bearing materials and load weight need to be adjusted midway. Taking track and field events as the reference object of explosive power training, it is necessary for teachers to grasp the concept and significance of explosive power training accurately, and at the same time to carry out training effectively according to the needs of physical education. In track and field teaching, teachers can use mobile phones to record the entire training content, and send it to the students' mobile phones for their subsequent learning and training.

3.2 Classroom professional training methods
Classroom professional training can be football project as an example, from the perspective of specialization, the explosive power as a standard to measure students' sports ability. Football includes dribbling, kicking, catching, penalty kicks and shooting, all of which are related to personal speed and strength. Therefore, teachers can carry out explosive force training by trotting, leg lifting in place, squatting and swaying. Considering the different physical qualities of students, teachers should try their best to find ways to train students' explosive power and promote the improvement of students' overall explosive power.

4. CONCLUSION
In general, explosive power is of great significance to students' physical literacy. At the same time, explosive power, as a measure of sports ability, can also help students to objectively recognize their own sports ability, so that students can carry out targeted training, improve personal physical quality.

REFERENCES
Brief Analysis On the Teaching Practice And Research Of the Course History Of Japanese Literature

Fei Liu, Xiaoke Zhang
Jing De Zhen Ceramic University, Jingdezhen, Jiangxi 333000, China

Abstract: As one of the main courses of Japanese major, the ideological, artistic and aesthetic nature of the course content determines that the history of Japanese literature is helpful to help students establish the correct outlook on life and values. Literature history course in the long river of world literature, absorb the essence of excellent literature, return to the classics to experience the wisdom of ancient philosophers. To "attract people to the avenue, enlighten people with wisdom" height, to structure the course content. According to the characteristics of the subject and the current situation of students, in order to effectively promote the teaching work, this paper explores the new path and method of Japanese literature history teaching, explores the feasible scheme of realizing the trinity of value guidance, language ability, literature knowledge and foreign language teaching, and constructs the new mode of foreign literature teaching under the new situation.

Key Words: Curriculum Ideology And Politics; National Culture; Literature

1. CONSTRUCTION OF LITERATURE HISTORY CURRICULUM

History of Japanese literature is an important part of basic education for Japanese majors. the course of literature history has been to systematically introduce the cultural background, literary characteristics, representative writers and their representative works, as well as their role and influence in the history of Japanese literature. Or the training of language skills with emphasis on literary texts. the construction of literary history is the result of the collision and integration of eastern and western cultures, ancient and modern cultures in the wide range of world culture. It is the product of a nation's national consciousness.

Traditional teaching methods can hardly cultivate talents with international vision. It's hard to inspire students to think about life, and then

Into self-learning, self-demanding motivation. It is necessary to reform the original training mode, aiming at cultivating students' sound personality, critical thinking ability and vision and ability of cross-cultural communication. the course of Japanese literature history will not only be satisfied with the surface of language and literature, but also explore the hidden historical stories, national emotions, aesthetic tastes, as well as the commonness and difference reflected in Chinese and Japanese literature.

2. CLEAR TEACHING OBJECTIVES

First of all, the history of Japanese literature should make students understand the development of Japanese literature and establish the knowledge system of Japanese literature. Through the appreciation and analysis of literary classics, appreciate the Aesthetic taste of Japanese people. Deepen your understanding of Japanese culture. Broaden students' knowledge and practice their language ability. Secondly, through the close relationship between literature and human beings, it guides students to understand social life, understand human nature, pay attention to the meaning of human existence and value feelings, and cultivate the basic "virtue" of human life. Take other countries' literature as a mirror to strengthen cultural confidence and broaden our horizon. Let Chinese literature and culture go to the world, let foreign literature and culture go to China, let Chinese and Japanese ancient and modern literature reflect each other, burst out new sparks.

3. EXPLORE CLASSROOM TEACHING METHODS

How to carry out teaching activities effectively is the key to achieve teaching objectives. Today, when we study the history of Japanese literature, if we don't put it on the world stage, at least we don't grasp literature as a worldwide cultural phenomenon, appreciate its essence, we can't even touch a small part of literature. the study of comparative literature can bring Japanese literature closer and put Chinese literature further away. Standing at the height of East Asian literature, we ponder the ideological core of East Asian culture and the homogeneity of regional culture. Through literary works to the depth of history, mutual reading, mutual verification, complementary sino-Japanese literary relations.

3.1 Comparative study of Chinese and Japanese literary texts

Chinese literature and Japanese literature have a history of thousands of years of communication. Ancient Japanese literature prior to the 19th century was mainly influenced by Chinese literature and culture. To understand the characteristics and development trend of Japanese literature, understand Japanese national culture. Can not be separated from the comparative study of Chinese literature.

Therefore, in the course, the author discusses the dissemination, research and acceptance of Chinese classic works in Japan, retrospects the relevant historical origins, and focuses on the crux of the problems, and discusses them in groups. It does not attempt to describe the whole picture of sino-Japanese literary relations, but only selects...
thousands of important fields and topics, and carries on the
case study by point instead of face. In order to study the
relationship between Chinese and Japanese myths, the
form of Chinese literature in ancient Japanese poetry, the
relationship between the generation of ancient Japanese
novels and Chinese literature, the status and significance
of Bai Juyi's literature in the history of Ancient and middle
Japanese literature, the prosperity of Japanese female
literature in the middle age and the shadow of Chinese
literature, the Japanese reversion literature in the middle
and modern times is influenced by Chinese literature, the
popularization of the Ming and Qing vulgar literature and
the prosperity of Japanese novels in the Edo period.
For example, when discussing the transition from oral
literature to documentary literature in Japan, students found
through reading the original texts of ancient Japanese
classical literature that Chinese characters were a
direct tool for recording life conditions and ideology in the
dawn of Japanese civilization and a long period of time.
The ambassadors of the Sui and Tang dynasties and their
attendants became the earliest disseminators of Chinese
classics. They spread the charm of Chinese classics to
royalty and nobility; Later, wushan monks and Edo
Confucians successively became the backbone of the
dissemination of Chinese classics. After the Meiji
Restoration, the modern education system and academic
system gradually came into being, and the Chinese and
Japanese classics began to spread in both directions.
Therefore, Kenzo Nakajima said in his book "Modern
Chinese Literature in Japan": "Japanese literature grew up under the milk of Chinese literature from the day of its
birth. Of course, the Japanese nation has its own unique
culture and oral literature that has been handed down, but
to record and preserve them in writing, it is necessary to
use Chinese characters. " Because the ancient Written
literature of Japan began to develop after the ancient
written literature of China had been developed for more
than 1,000 years.
Another example is Murasaki Shiibe's Tale of Genji, which combines rhyme and rhyme with waka and Chinese
poetry in the narration, integrating the pathos and delicacy of Japanese language with the refinement and implicancy of Chinese ancient language. the whole article is elegant
and tragic, fully showing the court life of the Heian
dynasty, highlighting the profound influence of Sinology
on Japanese literature for several centuries.
The book is impressive for its breadth of knowledge. the
author has discussed with the students the political system of "reshuguan" in the Heian Period of Japan, the custom
of visiting wives and marriage, the spread of Buddhist
thought, and the influence of ancient Chinese literature and
culture on it. the students' interest was aroused, and they
not only had a certain understanding of the works themselves, but also expressed their views on sino-
Japanese relations and Japanese social affairs under the
historical environment at that time by actively browsing
the documents of China and Japan during this period.
Especially in this work involved in many historical facts
and allusions in ancient Chinese books, a large number of
quotes Bai Juyi's poems. "They are very proud of China's
splendid culture," the students said.
Through this kind of research on finding the sender from
the perspective of the recipient and tracing the source, the
causal relationship exists in the literature of different
nationalities is revealed. Based on the recipient, this paper
discusses the Chinese intention and complex in foreign
literature, the Chinese thoughts and literary factors
absorbed and utilized by foreign writers. From the
comparison of literature of different countries and nations
in the same period, we can see the uniqueness of each
national literature, find the commonness and characteristics of literature development, and ponder its
reasons.
3.2 Reading literary classics in the context of visual
culture
With the rapid development of information technology,
the era of visual culture has come. At present, the visual
impact brought by the prosperity of various network new
media has become an indispensable part of young people's
life. Make good use of these network media resources, can
also make our classroom lively and interesting. So that
literary works that seem far away from people's lives
suddenly come into people's lives.
For example, when talking about Japanese poetry, it is
inevitable to talk about Chinese poetry. Because Japanese
poetry, no matter in the early or middle stage of its
development, has been deeply influenced by Chinese
poetry. By discussing with the students familiar poems of
tang and Song dynasty, I approached the ancient poems of
Japan, which were difficult to understand. I got a good
response in class, and the students actively spoke up.
In the tang poetry and Song ci, the use of cultural
programs "Poetry line world", documentary "Tang rhyme"
and other means. These programs tell the poet, the lyricist
and the story behind each poem through situational
interpretation and realistic documentation. There is not
only literary appreciation but also a very rich story,
focusing on the fate of the poet and the joys and sorrows.
In the visual and auditory sense, it brings students a brand
new feeling to experience the charm of classical poetry,
and also enables us to understand the background of each
poem more clearly.
In the documentary of the New Silk Road filmed by
Japan's NHK television station, there is an episode titled
"Xi'an Forever Capital", which recounts the story of the
Japanese envoy Masunsei Ij's return to Chang'an, the
spiritual hometown of the Japanese people. "I took the
tang envoy ship from Nambajin port in Osaka and sailed
to the distant Chang'an with four other ships... " Through
the documentary, students intuitively understood that the
inherent maturity of ancient Japanese literature was
closely related to the dispatch of tang Envoys. the large
amount of historical information displayed in the film
greatly stimulated students' interest in exploring this
historical past. Some students also spontaneously look for
relevant film and television materials after class. For
example, director Chen Kaige sent monk Konghai of tang
Dynasty and Bai Juyi to solve the mystery story in "The
Legend of cat and Demon". Some students looked up
relevant materials and learned that Bai Juyi was not living in Chang’an when Konghai entered the Tang Dynasty, and there was little possibility for them to meet. The reason why Bai Juyi appeared in the film was that Japanese people were very familiar with Bai and loved the poet. In Japanese literature, Yang Guifei never appeared as a beauty and a disaster to the country and the people. Japanese people feel pity for her fate. Through the application of these visual means, it can effectively supplement the knowledge taught in the limited classroom time, and more easily stimulate the motivation of students to study independently.

3.3 Task-based teaching method

Under the traditional teaching mode, the history of Japanese literature is taught by teachers and passively accepted by students, with low classroom participation. In order to stimulate students' independent learning ability, flipped classroom, interactive classroom teaching based on question driving is tried.

In the preparation stage, the teacher releases the content of the lesson to the students in advance. Students are required to watch moOCs, micro-lectures and videos by themselves before class. Make a note of any problems, interests or concerns you encounter during the preview. The teacher collected the questions raised by the students in class, and everyone voted. Vote on a few of your top concerns and discuss them. The discussions are usually very popular because they are about the issues that students are most concerned about. The teacher transforms from the role of instructor to discussing and solving problems with students. Of course, there are often problems that can not be discussed until the end of the class. But the most important is the process of teachers and students trying to find answers through the known knowledge. In the face of the unknown, sometimes there is no answer, students need to hone their ability to adapt to and understand the unknown, put forward their own views on the unknown, and propose solutions. In addition to imparting knowledge, the cultivation of scientific literacy to explore the unknown is more important.

4. CURRICULUM EVALUATION SYSTEM

Each subject should formulate corresponding evaluation mode according to its own characteristics and teaching mode. If the same evaluation index is applied in general, the objectivity and maneuverability of evaluation results will be greatly affected. According to its own characteristics and requirements, the evaluation system of "History of Japanese literature" should be more diversified. In the past, the course of Japanese literature history used the form of closed-book written test to evaluate the effect of students' learning. The types of examination questions are rigid, and students often rely on rote memorization to cope with the examination, which is not conducive to the cultivation of students' self-learning ability, innovative consciousness and practical ability, and to a certain extent, limits the development of students.

It is urgent to reform the original assessment mode. First of all, in the paper examination, reduce the proportion of memory topics, increase material analysis questions, work appreciation questions and other subjective questions, so that students have to contact the literary original works, cultivate the ability of students to analyze works, and comprehensively improve students' literary accomplishment and aesthetic ability. Secondly, in teaching activities, the task of reading notes runs through the whole teaching process, and the quality of completing the task is regarded as a link in the course evaluation system. By writing reading notes, students are encouraged to pay more attention to the original works, so that students can absorb nutrients from classic literary works in reading and feel the profundity and massiness of excellent traditional culture.

In the form of groups, the monthly reading notes presentation meeting will be held, and teachers will comment and score the results published by the group. Its achievement is taken as comprehensive evaluation reference. Published, for example, some classmates, shandong province, Beijing and the hidden loyal minister chuan, reading notes, found that the story is the "water margin" high clean Qiu Lin's contradiction, wu3 song dozen tiger, lu punch town kansai, sung river kill Yan Po sik sik, outwit dates of classes, such as stories and in the history of Japanese ako mix together to write the story of the leader. The teacher guides the students on their values. Guide the students to start from the ideological connotation of the work, persuade good and punish evil, talk about the work of the world's enlightenment. Guide students to understand what kind of literature reversion literature is based on a large number of reversion literature in the middle and modern times. Guide the students to discuss a specific case reversion literature, and conduct a comparative study of Chinese and Japanese texts from the aspects of plot composition, description and expression techniques of case reversion literature. Finally, guide students to express their opinions on the value connotation of the works.

In a word, the evaluation of students is based on the training objectives of the course "History of Japanese Literature", with classroom performance, daily homework, group activities, stage tests and final exams as the first-level indicators. Each indicator also involves one or more second-level indicators (see Table 1).

<table>
<thead>
<tr>
<th>Course</th>
<th>Level indicators</th>
<th>The secondary indicators</th>
<th>Evaluation reference score</th>
<th>grade or A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>History of Japanese Literature</td>
<td>Classroom Performance (100 points)</td>
<td>Topic discussion, role play, class presentation</td>
<td>10%</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
</tr>
<tr>
<td></td>
<td>Work at ordinary times(100 points)</td>
<td>Topic composition, Reading notes</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Group activities</td>
<td>Class group discussion and evaluation, (group discussion and data review before and after class);</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

ACADEMIC PUBLISHING HOUSE
<table>
<thead>
<tr>
<th>Stage of testing (100 points)</th>
<th>Group Theme PPT presentation)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In class test, the mastery of the basic knowledge of the history of Japanese literature</td>
<td>5%</td>
</tr>
<tr>
<td>The composition</td>
<td></td>
</tr>
<tr>
<td>The final exam (100 points)</td>
<td>From the exam results</td>
</tr>
<tr>
<td>Reading passages of literature</td>
<td>60%</td>
</tr>
<tr>
<td>Translation of literary fragments</td>
<td></td>
</tr>
<tr>
<td>Basic knowledge examination</td>
<td></td>
</tr>
</tbody>
</table>

1. Grading and grading standards: A = 90-100, B = 80-89, C = 70-79, D = 60-69, E = 50-59
2. Total score of Japanese literature history = Final exam*60%+Classroom performance*10%+Assignments*10%+Group Activity*15%+Tests*5%

5. CONCLUSION
To sum up, the curriculum reform of the History of Japanese Literature aims to guide and inspire students to have a multi-angle understanding of Japanese literary phenomena in various periods, important writers and their works, to be able to independently think about related literary phenomena and contents, to have problem consciousness and to make corresponding analysis. And in the process of comparing with the history of Chinese literature to realize the broad and profound nature of the history of Chinese literature, enhance the national pride and national self-confidence of students. Imperceptibly, the ideological and political contents of the course run through the whole teaching process.

REFERENCE
Implications Of Cross-Cultural Business Communication For Business English Teaching And Research

Yang Long
Jiangxi University Of Applied Science, Nanchang, Jiangxi 330100, China

Abstract: With the development of society, business English major has attracted more and more attention, and it plays an increasingly prominent role in the cultivation of business English talents. Cross-cultural business communication can play an enlightening role in business English teaching. Therefore, business English teachers need to realize the enlightening role of cross-cultural business communication in business English teaching so that business English teaching can be carried out more smoothly. This paper briefly introduces the relationship between cross-cultural business communication and business English teaching, analyzes the common problems in business English teaching, and explores the enlightenment of cross-cultural business communication, hoping to provide support for the development of related work and improve the effect of business English teaching.

Key Words: Cross-Cultural Business Communication; Business English Teaching; Revelation

1. INTRODUCTION
Intercultural business communication and the application of common business English in business communication, and develop more quickly, the contact between the two is relatively close, intercultural business communication can help to promote the development of the business English teaching, will be put in place, business English teaching for the development of the society to provide more high quality business English talents.

2. CROSS-CULTURAL BUSINESS COMMUNICATION AND BUSINESS ENGLISH TEACHING
From the perspective of cross-cultural business communication, it is the product of the integration of communication and culture, so in practical research, it can be regarded as a special discipline to analyze the role of culture and communication. In addition, cross-cultural business communication has strong practicality, which can improve the problems in cross-cultural communication to ensure the smooth progress of cross-cultural communication activities. To the world within the scope of a variety of different types of cultural comparison, it has diversified characteristics, can be found for the same cultural background is analyzed, communicative behavior also has relatively unified characteristic, therefore in the communication is crucial to the cultural background, that is to say, with the aid of communication behavior can make communication activities involved in literacy reflected [1].

Currently, in international business activities, people with different cultural backgrounds will join in the work, and these business people are likely to have problems when they communicate in English due to some factors. In order to make international business communication more smoothly, cross-cultural communication can be reasonably used to interpret the behavior of different business personnel. At present, cross-cultural communication can be divided into the following two categories: non-verbal communication and verbal communication. Language plays a very important role in communication tools. With language, social phenomena can be manifested, and language is also a key cultural carrier. Therefore, it is necessary to include intercultural communication in business English teaching. Business English teachers need to pay full attention to this aspect of language, so as to integrate cross-cultural communication into business English teaching, so as to ensure the smooth progress of business English teaching.

3. CROSS-CULTURAL BUSINESS COMMUNICATION AND INFLUENCING FACTORS OF BUSINESS ENGLISH TEACHING
To learn the research and development of the intercultural business communication is analyzed, can be found that the main is to point to in business communication activities, according to different sources, and cultural background differences between individuals or groups, integrated communication, cross-cultural discipline, business integration, has a very crucial role in business English teaching, And it has a good development prospect [2]. Therefore, cross-cultural business communication plays a key role in influencing business English. Among them, cross-cultural needs a systematic and comprehensive understanding of national economic culture, workplace culture and business culture to provide conditions for the use of business English. Communication is mainly a way to strengthen business and cultural ties. It can harmoniously get along with communication objects, avoid cultural differences due to different cultural backgrounds, strengthen business and cultural ties, and achieve communication goals. Business is the ultimate goal of cross-cultural communication. Communication can be carried out after adequate preparation to ensure that both sides have the same opinions and achieve cooperation. It can also be understood that cross-cultural business communication and business English influence each other. Strengthening the connection between the two can better implement the objectives of business English teaching.
teaching and improve the quality of business English teaching.

4. PROBLEMS IN BUSINESS ENGLISH TEACHING

At present, the teaching effect of business English is not ideal. Relevant personnel can summarize the common problems as follows:

4.1 Course equipment is not scientific

At present, China's foreign trade industry has achieved relatively rapid development, the social demand for business English professionals is increasing, and there are new requirements for business English talents in various aspects. However, from the current university's analysis, it has been found that business English teaching, the open business English course is not science, is only added in the professional course management, foreign trade and economic related content, to strengthen business links courses and English courses, can appear even both from the situation, this would lead to the development of business English teaching has many problems. Unable to improve students' business English ability [3]. In addition, from the perspective of teaching materials, we can find that there are many deficiencies in business English teaching. In business English teaching, although there are various types of textbooks and the number of textbooks keeps increasing, the quality and teaching requirements are not consistent, which leads to the lack of connection between business and English. Business English teaching is difficult to meet the needs of the development of the Times and fails to achieve the expected teaching objectives.

4.2 There is no professional teacher team

From business English teaching reality analysis found that most of business English teachers are only the ordinary English professional learning, the teachers lack of awareness for business related knowledge, and not after system study, this leads to the development of business English teaching is the overall strength of strong teachers team for support. From the perspective of business English teaching, it has high requirements for teachers, who not only need to have rich knowledge reserves, but also need to have strong language skills and business skills. Teachers who have carried out business work should be selected as far as possible. However, most business English teachers have low professional level and are unable to apply business skills proficiently, which leads to many problems in business English teaching and makes it difficult to achieve the expected goals.

5. IMPLICATIONS OF CROSS-CULTURAL BUSINESS COMMUNICATION FOR BUSINESS ENGLISH TEACHING RESEARCH

5.1 Update the teaching concept

In the traditional mode, business English teaching is carried out with teachers as the leader. In real teaching, English vocabulary, sentence patterns and grammar will be emphasized, which is difficult to enhance students' Ability to use English and improve their cross-cultural business communication ability. Therefore, business English teachers need to update traditional teaching concepts, clarify cultural conflicts that may occur in business activities, and realize the important role of improving students' intercultural communication ability [4]. First, business English teachers should update the teaching model, recognize the principal role of students in teaching, and ensure that students have enough time to consider, study independently, and increase their understanding of classroom knowledge. Second, business English teachers need to recognize the key role of cultural elements in cross-cultural business and make English language and culture the focus of teaching, so as to improve students' English cultural thinking and make them have enough ability to deal with conflicts in cross-cultural business. Third, business English teachers, need to take the initiative to strengthen their own various aspects ability, in ensuring that itself can skilled application of English language knowledge at the same time, active learning business knowledge, so as to strengthen the knowledge of English and business knowledge, for students in the teaching is relatively rich in content, make business English teaching more smoothly, improve the quality of business English teaching.

5.2 Enable students to fully understand English culture

In language communication activities, it is necessary to form a correct understanding of the language of the other party. Only in this way can we understand the cultural habits and means of life of the communication object and take it as a foothold to carry out communication. Therefore, in the development of business English teachers, in order to enhance the language communication ability of students, it is necessary to require teachers to encourage students to learn about a variety of different English cultural resources, so as to improve the English knowledge reserve of students and make them have strong English cultural literacy. Business English teachers should also provide students with suitable British and American literature works and organize students to read after class so that they can know more About English culture. Thus enhance students' reading quantity, promote students' development. In addition, in classroom teaching, teachers can also apply multimedia and other modern technologies to play videos related to cross-cultural business communication, so that students can know the key to cross-cultural business activities, create relevant environment, and enhance students' concept of cross-cultural business communication. In addition, in real teaching, teachers should also organize students to play roles to ensure that students can communicate with English. In the process of students' communication, teachers need to analyze students' performance and make relevant records. After the end of the activity, teachers need to recognize the deficiencies in the application of business knowledge and English knowledge, so that students can form a correct understanding of themselves and improve the problems in the process of business English learning. In addition, teachers can also build English corners to enhance students' oral expression ability and make them have English thinking, so as to prevent problems caused by some factors in the communication process, ensure that business
communication activities can be carried out smoothly and enhance students' business communication ability.

5.3 Make good selection of teaching content
The analysis of business English teaching shows that there is a gap between the teaching objectives and those of ordinary English teaching. It is necessary to ensure that students can fully understand business knowledge and learn with the help of cross-cultural business communication [5]. Therefore, in practical teaching, teachers should enhance students' understanding of communication-related culture, understand individual culture, professional culture and enterprise culture, so as to ensure that students can carry out business practice and skillfully apply business skills. In practical teaching, teachers should organize students to learn intercultural business teaching contents, including introduction to intercultural communication, fundamentals of economics, fundamentals of management, business practice knowledge and business communication knowledge, etc.

And to ensure that students can understand the relevant knowledge at the same time, the case simulation, to create a suitable intercultural communication language environment, improve the effect of intercultural communication, so as to enhance students' practical application ability, promote their development.

5.4 Update teaching methods
First, colleges and universities need to clarify the teaching objectives of business English, enhance students' oral expression ability, and ensure that students can have cross-cultural concepts. Secondly, different types of teaching activities should be organized to make students more actively participate in business English learning.

Teachers should show their own guiding ability when carrying out classroom teaching, so as to make cross-cultural communication closely related to students' learning and promote students' development.

5.5 Build a double-qualified teacher team
In the construction of business English teacher team, it is necessary to improve teachers' educational level and cultural knowledge reserve, and ensure that teachers have high cultural accomplishment. Business English teaching is not simply to explain grammar and increase vocabulary, but to take into account the current economic development of China, so that students can apply what they have learned to real life, which to some extent increases the difficulty of teachers' teaching activities.

First, with the in-depth development of the new curriculum reform, education industry appeared more teaching idea, for teachers to update the traditional teaching mode provides favourable conditions for support, especially the concept of effective teaching by the attention of teachers, teachers in teaching, need a reasonable plan for class time, the class teaching program to implement in real work, To prevent worthless teaching activities in the teaching process.

Secondly, intercultural business communication teaching in business English teaching should be done well, which requires enhancing the professional competence of business English teachers and possessing the concept of intercultural communication. Only teachers with strong teaching ability can carry out teaching activities in an orderly manner. Therefore, teachers need to use their spare time to learn business English knowledge and communicate with other teachers to enhance their knowledge reserve of business culture, realize the key role of cross-cultural communication in business English teaching, update classroom teaching methods and improve classroom teaching effects.

Thirdly, teachers should enhance their practical ability of cross-cultural communication. Colleges and universities should not only improve teachers' theoretical knowledge reserve, but also enhance their practical operation level when building a team of business English teachers.

Colleges and universities can establish cooperation with enterprises and participate in internships so that teachers can realize the connection between theory and practice and have a full understanding of cross-cultural communication. Only in this way can they provide support for the follow-up teaching.

Fourth, make overall strength strong business English teachers team, can communicate organization of outstanding teachers to go abroad, to ensure that the teachers can get more real experience, the specific local conditions and customs of different countries which not only can enhance teachers' cross-cultural communication ability, still can make teachers' enthusiasm for teaching, in strict accordance with the requirements for work [6].

5.6 Make the teaching content closer to reality
To enhance students' intercultural communication ability and improve the quality of business English teaching, it is necessary to select textbooks reasonably in business English teaching. When teachers are planning teaching programs and setting teaching objectives, they need to take textbook knowledge as the key to carry out various teaching activities in an orderly manner. Therefore, it is necessary to do a good job in compiling business English teaching materials to make them more scientific and meet the needs of business English teaching.

The compilation of business English teaching should follow the following principles: the teaching content should take into account people's cognitive ability and have distinct levels; the key is to train students' communicative competence and carry out grammar vocabulary teaching. In the selection of teaching materials, we should ensure that they are representative and closely related to real life. Integrate cross-cultural knowledge and exert a subtle influence on students; With the help of pictures and texts, students can realize the key points of English knowledge. Effective business English teaching materials can help teachers design reasonable teaching programs and enhance students' intercultural communication concepts.

6. CONCLUSION
According to the analysis above, business English teaching and cross-cultural business communication, as professional disciplines, are closely related to business communication activities, and they can influence each other. When conducting teaching, business English teachers need to make clear the influence of cross-cultural business communication on teaching activities and integrate it into classroom teaching, so as to improve the
quality of business English teaching, enhance students’ business communication ability and make students grow into talents needed by social development.

REFERENCES
Analysis Of the Promotion Effect Of Corporate Culture On Human Resource Management

Xiaoyu Ma
Clark University, Worcester, Massachusetts, MA 01610, USA

Abstract: If an enterprise wants to achieve long-term and stable development, the quality of corporate culture plays an important role. Enterprise culture is an important content in enterprise management, which can promote the development of human resource management. Combined with the actual situation, a good corporate culture can motivate employees, improve their enthusiasm for work, effectively improve the work efficiency of the enterprise, and at the same time, the advantages of human resources in the enterprise can be fully reflected. Based on this, this paper analyzes the role of corporate culture in promoting human resource management, and puts forward a good path for related work, hoping to promote the effective development of human resource management.

Key Words: Enterprise Culture; Human Resource Management; Promoting Effect

1. INTRODUCTION
In the process of enterprise development, enterprise culture belongs to the core driving force of development, and also determines the establishment of enterprise development concept. A good enterprise culture can restrain employees' work behavior in enterprise operation, and also can realize the standardization of their work behavior. When carrying out human resource management, enterprises should develop their management concept in the direction of people-oriented, and integrate corporate culture with methods and management measures in human resource management, so as to effectively highlight the promotion role of corporate culture in human resource management and promote the long-term and stable development of enterprises.

2. THE PROMOTION EFFECT OF CORPORATE CULTURE ON HUMAN RESOURCE MANAGEMENT
2.1 Incentive effect of corporate culture
With the rapid development of economy, market competition is becoming increasingly fierce. If an enterprise wants to achieve a foothold in the market, it needs to optimize human resource management. The core competitiveness of an enterprise in the market is determined by the level of human resource management. A good level of human resource management can promote the enterprise to establish itself in the market and achieve stable and long-term development. Corporate culture has an important role in the enterprise also, belongs to the intangible assets, good corporate culture in enterprises can improve the enthusiasm of employees work on employee's work behavior norms and constraints, through the spread of corporate culture can also realize the spiritual reward employees, establishment of incentive measures can mobilize the initiative of employees work in a reasonable manner, So that its employees can realize self-perfection and self-improvement in the work, in this way, the work quality of employees can be effectively improved, and finally can realize the improvement of enterprise competitiveness.

2.2 Cohesion of corporate culture
Enterprise culture plays an important role in enterprise management, and a good culture can improve the cohesion of employees. Enterprise culture refers to the enterprise in the operation and development of a kind of dominant culture and management concept, enterprise wants to form a good corporate culture, must pay attention people-oriented thoughts, for employees of enterprises to carry out the humanistic care, in order to improve employees sense of belonging in the enterprise, on the basis of the employee's work level and work quality could be improved. Therefore, enterprises should strengthen the construction of corporate culture in the process of operation and development, so as to improve the cohesion of employees at work [1].

2.3 Constraints of corporate culture
From the analysis of enterprise culture, it can be seen that the institutional culture of enterprise culture can restrain the management behavior in human resource management, ensure the standardization of management behavior, and achieve the purpose of improving the level of enterprise human resource management. The system culture in the enterprise culture but also to the specification, the values of employees to make their staff to the common idea can achieve unity, specifications, and actions of the employee's work staff at work to obey the arrangement, in the process of work should strictly abide by relevant rules and regulations, enables the employees in the work to have the sense of responsibility. the work behavior of employees has been restrained and standardized, which can also promote the healthy and stable development of enterprises. the establishment of system culture in enterprise culture can realize unified restraint and management on employees, and also can enforce restraint on employees, so that the level of human resource management in enterprises can be improved.

3. WAYS TO PLAY THE ROLE OF CORPORATE CULTURE IN PROMOTING HUMAN RESOURCE MANAGEMENT
3.1 Enrich the content of enterprise culture
In combination with the actual situation, corporate culture plays an important role in corporate human resource management. Corporate culture can reflect the spirit of enterprise development. In recent years the rapid development of economy has made increasingly fierce competition in the market in this environment, enterprises
should strengthen the corporate culture rich in content, strengthen the attention to the enterprise culture construction, to ensure that the enterprise culture level can get qualitative leap, make its can be for the promotion of human resources management role fully reflected. Enriching the contents of enterprise culture can improve the vitality of enterprise operation, make the enthusiasm of employees in work can be improved, and also stimulate the sense of responsibility of employees. In the optimization and improvement of enterprise culture, it should be combined with the needs of employees and the needs of enterprise development to improve the enterprise culture, so that it can better reflect the promotion effect of enterprise culture on human resource management.

3.2 Ways to improve corporate culture
Enterprises in the process of operation and development, also deal with the enterprise culture in a way that is perfect, combined with the actual situation, in the construction of corporate culture in dealing with employees to carry out the training work, to promote the enterprise culture, but the current training of enterprise culture in the process of conducting training work is relatively single, its role cannot be adequately highlighted. In the improvement of corporate culture, we should strengthen the construction and publicity of corporate culture, so that employees can have a comprehensive understanding of corporate culture, and employees should also be aware of the importance of corporate culture. In the construction of corporate culture, enterprises can organize employees to carry out corporate culture activities in the form of debate competition or skill competition, so as to improve employees' sense of competition and cultivate their teamwork ability, so as to promote employees' further understanding of corporate culture.

3.3 Improve the professional quality of relevant corporate culture staff
In the process of corporate culture construction, attention should be paid to the professional quality of staff, so as to effectively improve the publicity of corporate culture, and at the same time, the construction of corporate culture should be intensified [2], the poor professional quality of enterprise staff will affect the promotion effect of enterprise culture on human resource management. In order to improve the promotion effect, we should strengthen the promotion of professional quality of enterprise culture staff. First of all, enterprises should strengthen the training of corporate culture staff, regular learning and training can be carried out, so that the professional ability of corporate culture staff can be improved; Second, enterprises can also be related staff to enterprise culture outstanding enterprises to study, through the view can be found problems and insufficiency in their employees, at the same time also can learn each other in the enterprise advantage, do complement each other, in their own enterprise attaches importance to enterprise culture construction, the enterprise culture in promoting the role of human resource management, In order to promote the healthy and stable development of enterprises.

4. CONCLUSION
To sum up, corporate culture plays an important role in the development of enterprises, and a good corporate culture plays a promoting role in human resource management. Based on this, the enterprise in the operation and management should strengthen the construction of enterprise culture, improve the level of enterprise culture, make its can promote the human resource management work, make the enterprise core competitiveness in the market, to better promote the development of the enterprise to realize the healthy and stable, and promote the further development of the society as a whole in China.

REFERENCE
"International Trade Practice" Course Design

Juliang Mi
Shandong Polytechnic, Jinan, Shandong, China

Abstract: international trade practice is a professional foundation and core course, many economic majors such as electronic commerce, logistics management, customs declaration and international freight, international business and other professional have opened this course, so in higher vocational education to cultivate professional ability under the requirement of teaching reform, the "international trade practice" course based on the working process teaching design is necessary. This paper expounds the design concept and design ideas of the International Trade Practice course, and selects and organizes the course content based on the decomposition of the work process, aiming to cultivate students' job skills and professional ability.

Keyword: Work Process; International Trade Practice; Course Design;

1. THE HIGHER VOCATIONAL SCHOOL "INTERNATIONAL TRADE PRACTICE" COURSE DESIGN CONCEPT
Curriculum design concept is based on the work process of curriculum system development and based on international trade career ability course design, the so-called work process is in international trade work, the import and export process into several tasks and various professional ability, let students master the work process of each link and each skill. The details are as follows:

1.1 "School-enterprise cooperation", and formulate teaching objectives by vocational position analysis
Carry out "school-enterprise cooperation" with the industry and enterprises, according to the typical work tasks and ability analysis of vocational positions (groups), determine the typical work tasks, accurately decompose the knowledge, ability and quality requirements of skilled talents, and jointly formulate the teaching objectives of the "International Trade Practice" course based on the work process.

1.2 "Project-driven", to construct the teaching content with the working process
The learning field is constructed with the "working process" of international trade business, and the learning field is embodied into the teaching situation, so that the vocational work tasks closely related to the occupation can be specifically reflected in the teaching process. Based on the "project-oriented, task-driven", to build a specific teaching content.

1.3 "Integration of science and practice", reflecting the task of "teaching, learning and doing"
Theoretical knowledge learning is embedded in the process of work task completion, choose knowledge according to the needs of the work process, and integrate theoretical knowledge and practical knowledge with the work task as the carrier, so that students can understand and master all the knowledge related to the whole work process while completing the work task. Learning units are divided according to the relevance of work, pay attention to the cultivation of practical skills in learning situations, develop students' ability to participate in activities, guide students to learn independently, and realize the "integration of teaching and doing".

1.4 "Interactive evaluation", to realize the teaching evaluation system in a multi-dimensional way
Build a three-level assessment mechanism by the student team, teachers and expert group, draw lessons from the enterprise performance appraisal method, and carry out a comprehensive assessment of the whole work process, learning process, learning effect and work performance of students and the team, so as to achieve the open, fair, comprehensive and objective evaluation of students' courses.

Through the above curriculum design concept, the course content system can come from the job, so that the course content system is professional, learning content task, and integrated with theory and practice. Teaching mode reflects the student main body and work process systematic, teaching integration, compound learning place (professional classroom, simulation room, training center, enterprise site), evaluation method multi-dimensional, effectively guide students to learn, organization management multi-level project, guarantee implementation effect and professional, curriculum goal, fully embodies the course of professional, practicality and openness, so as to realize the combination of engineering.

2. THE HIGHER VOCATIONAL SCHOOL "INTERNATIONAL TRADE PRACTICE" COURSE DESIGN IDEAS
Curriculum design idea is in accordance with the "research and professional group analysis to determine the talent training program — through work process analysis determine typical task — enterprise experts professional ability requirements — professional steering committee will course content according to the professional ability teaching design —teachers to students' professional ability training — students to teaching design evaluation and improvement" this process, Implementing the market demand as the logical starting point. Based on the career position analysis, With professional ability as the standard, Teachers, enterprise experts and the professional steering committee will jointly complete the construction of the curriculum system and teaching content.

The design idea of the "International Trade Practice" course is based on the task of foreign trade, reforming and reorganizing the teaching content of the course, cultivating students' foreign trade professional ability as the core, in the teaching in accordance with the requirements of foreign trade professional positions and foreign trade professional ability training, the content of the course constructed based on the operation process of
foreign trade positions is as follows, taking CIF+L/C as an example:
The export business project includes the following tasks:
Task 1, deal preparation and negotiation, including market research and marketing and business negotiation.
The second task is to sign an export contract.
Task three, review and accept the letter of credit.
The fourth task is to prepare the goods, including signing the domestic sales contract with the factory and fulfilling the contract.
Task five, charter and book space. Task six, insure.
Task 7, retrieve the bill of lading and send a shipping notice. the ninth task is to make documents and settle foreign exchange.
The tenth task is to collect foreign exchange for verification and tax refund.

3. THE SELECTION OF THE TEACHING CONTENT OF INTERNATIONAL TRADE PRACTICE COURSE IN HIGHER VOCATIONAL COLLEGES
The selection of the teaching content in this course is mainly based on the development of market demand and the needs of the actual work tasks of vocational positions, and the teaching content is employment-oriented and ability-oriented as the standard. the specific basis contents are as follows:
3.1 Professional qualification standards: According to the professional post standards based on export staff, document staff and documentary staff, build a project curriculum system based on the working process, and formulate the course plan and teaching content.
3.2 Requirements for vocational posts: According to the future job needs of students, the actual business of international trade enterprises is refined and used in classroom teaching to cultivate students' practical operation ability.
3.3 talent training objectives: to cultivate international trade high quality skilled talents as the main goal, requires students to master the basic theory of international trade and international trade process, familiar with relevant laws and regulations and international practice, with strong information technology application ability and international trade business ability, with good professional quality and professional skills.

3.4 According to the needs of combining work with study in the course: emphasize the ability cultivation required by practical work to ensure students' ability to adapt to the enterprise. Mainly through the training base inside and outside the school with vocational characteristics, a series of practical teaching activities such as project teaching, work-study alternation, vocational certificate, and post practice, to implement the deep integration between professional talent training and professional post requirements.

4. THE ORGANIZATION OF THE TEACHING CONTENT OF THE INTERNATIONAL TRADE PRACTICE COURSE
The content of the "International Trade Practice" course is divided into theoretical part and practical part. It is based on theoretical learning and takes practical operation as the core. It is taught and practiced, learning by doing, and learning by doing. the combination of theoretical teaching and practical operation allows the Students learn to use theoretical knowledge to solve practical problems. In the teaching organization, in accordance with the order of import and export business, and with simulation operation training, to establish a complete trade business process system for students, so that students can go to work soon after graduation.

REFERENCE
Practice Research On the Quality Improvement Of Personnel Training For Marine Engineering Technology Specialty Under the Background Of "Three Education" Reform

Chen Peng
College Of Marine Electrical And Intelligent Engineering, Jiangsu Maritime Institute, Nanjing, Jiangsu 211170, China

Abstract: "Three teaching" reform is a key content of current teaching reform, but also an effective way to improve the quality of teaching. Based on this, this paper first analyzes the market demand of Marine engineering and technology professionals, and discusses the ways to improve the quality of personnel training in Marine engineering and technology under the background of the reform of "Three education".

Key Words: Three Religions; Marine Engineering Technology; Cultivation Of Talents

1. INTRODUCTION

The reform of "three education" mainly refers to the reform of teachers, teaching materials and teaching methods. The reform of "three education" has effectively solved the problems of "what to teach", "who to teach" and "how to teach" in the current education process, which is the main line in the cultivation process and the core of school teaching reform [1]. Under the background of the rapid development of China's shipbuilding industry, higher requirements have been put forward for the personnel training of Marine engineering technology specialty. Therefore, for Marine engineering technology specialty, how to effectively reform and innovate the existing personnel training mode and improve the quality of personnel training is an urgent problem to be solved in front of educators.

2. MARKET DEMAND FOR MARINE ENGINEERING TECHNOLOGY PROFESSIONALS

Shipping industry belongs to China's national defense construction and national economy an important new strategic industries, has been caught the attention of the national key shipping industry development, the present stage our country shipbuilding industry scale expands unceasingly, the different level of repairing and supporting domestic enterprises number above 3000, has become the world's first shipbuilding countries [2]. In the process of rapid development of the shipping industry, the shortage of high-end talents has become increasingly prominent. Marine engineering technology major undertakes the important task of transporting high-quality skilled personnel for China's shipbuilding industry, which is closely related to the healthy development of China's shipbuilding industry. Therefore, the personnel training of Marine engineering technology should serve the talent demand of the shipbuilding industry, scientifically analyze the actual market needs, understand the market development trend, combine the professional courses of post construction, dynamically track the employment positions and adjust the professional Settings in time, and always occupy the forefront of the talent demand of the shipbuilding industry.

3. WAYS TO IMPROVE THE QUALITY OF PERSONNEL TRAINING FOR MARINE ENGINEERING TECHNOLOGY UNDER THE BACKGROUND OF "THREE EDUCATION" REFORM

3.1 Innovative talent training mode

The training mode of Marine engineering technology talents needs to be constantly adjusted to meet the requirements of employers or enterprises. For the personnel training of Marine engineering technology specialty, according to the law of talent growth and development, vocational ability training should be placed in a prominent position, and "school-enterprise cooperation" and "combination of work and study" should be strengthened to gradually form a high-quality and skilled personnel training mode of "school-enterprise interaction and low ability improvement" [3]. In the process of talent training, schools and enterprises need to form a positive interaction, and actively carry out professional knowledge learning, professional core skills training, professional comprehensive practical training, on-the-job practice and other practical teaching forms. Flexibly set up teaching modules according to the needs of enterprises, and constantly enhance students' post skills through the combination of industry and learning. Schools and enterprises cooperate to jointly develop relevant courses and practical teaching projects and strengthen industry-school cooperation. Combined with the enterprise demand for talent and Marine engineering technology professional course characteristic and actual teaching conditions, basic ability could be divided into professional personnel training, professional core ability, the development of professional abilities and the ability to create positions work four link, help students to achieve personal professional quality, professional ability and professional knowledge of the progressive.

3.2 Improve the curriculum system

Effective updating and integration of curriculum and teaching content is one of the key ways to improve the overall teaching quality. Considering the professional qualification standards of Marine engineering technology
related jobs, invite experts, engineers and skilled craftsmen from Marine engineering industry and related enterprises to participate in the process, and jointly improve the current course standards of Marine engineering technology, the basic requirements of the teaching process, skills training standards and post skills assessment standards are further standardized, and finally the quality of Marine engineering technology courses is constantly improved. In Marine engineering technology in the process of the construction of the professional curriculum system, the high quality skilled talents with professional knowledge, skills and comprehensive quality as the foundation, according to the working process of the systematic theory, is clear about in the Marine engineering technology specialty related production designer, turbine fitter, ship piping work, such as turbine debuggers work post specific tasks. Further analysis, induction and classification of Marine power plant engineering production specific work tasks, clear their learning and action areas, into the post standards. It is required that students majoring in Marine Engineering technology should obtain any one of the professional qualification certificates such as ship fitter and ship pipe engineer.

3.3 Strengthen the construction of teaching staff
The mastery of students' professional knowledge and skills, as well as the cultivation of their professional ability and comprehensive quality, are inseparable from teachers' correct guidance. It is particularly important to build a team of double-qualified teachers with good professional knowledge and skills for training high-quality applied talents of vocational and technical skills. It is necessary to deepen the cooperation between schools and enterprises to build a team of double-qualified teachers, always adhere to the principle of equal emphasis on training and introduction, and actively introduce enterprise technical experts, skilled craftsmen, etc., to build a high level and reasonable structure of full-time teachers. In the process of the construction of double-qualified teachers, schools should actively carry out various special training to help teachers understand advanced educational concepts at home and abroad. For schools where conditions permit, professional leaders or key teachers can be assigned to overseas vocational education schools for investigation and study, so as to understand advanced vocational education concepts and constantly improve education and teaching management capabilities. Regularly send teachers to participate in domestic academic conferences related to Marine engineering technology, further improve their professional knowledge and teaching ability, and constantly improve their personal curriculum design and development and practical teaching level. In addition, we should strengthen the interaction with other schools, conduct in-depth research in other schools, and learn advanced teaching methods. Use internal and external joint training system to continuously improve the quality of teachers. Teachers are encouraged to go deep into the training room, participate in the construction of the training base, debug and install equipment by themselves, and improve their practical ability. During the holidays, teachers were selected and sent to the ship enterprises for training, and participated in the front-line production tasks related to the ship power plant, so as to continuously enhance the practical ability of teachers. In the process of creating part-time teachers, need to increase the depth of cooperation, and shipping companies widely collect industry experts, senior engineering and technical personnel and skilled craftsman of information, the construction of part-time teachers repository, the selection in the repository as a part-time teachers, outstanding employees in the Marine engineering technology specialized core curriculum auxiliary teaching, practice teaching, Guide students to complete the internship tasks.

4. CONCLUSION
Above all, vocational education is to the state and society high-quality skilled talents of main land and Marine engineering technology professional need to follow the time development trend, guided by the "three religions" reform, adhere to the market demand as the guidance, innovative talent training mode, strengthening the construction of teaching staff, perfecting the course system, and constantly deepen the reform of the "three religions", improving the quality of personnel training.

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REFERENCE
Research On Project-Driven Mixed Teaching Model Of College English

Hongwei Tan
Changchun Sci-Tech University, Changchun, Jilin 130600, China

Abstract: The application of project-driven in English teaching plays an important role in cultivating English talents. According to the characteristics of college English teaching, relying on scientific and technological means and project-driven mixed teaching can enhance students' learning motivation, improve students' language ability and develop students' English literacy. Based on the analysis of the principle of project-driven English mixed teaching, this paper explores the teaching mode in order to cultivate excellent comprehensive talents for the society.

Key Words: College English; Project-Driven; Mixed Teaching Model; Countermeasure

1. INTRODUCTION
With the internationalization of education, colleges and universities pay more and more attention to the quality of talent training. English, as a basic subject of higher education, relying on project driven hybrid teaching, can highlight the dominant position of students, and carry out inquiry learning with the promotion of projects at all levels, so that students can master workplace communication skills through the training of language input and output, so as to improve English morpheme cultivation and practical application ability.

2. PRINCIPLES OF PROJECT DRIVEN MIXED ENGLISH TEACHING IN COLLEGES AND UNIVERSITIES
2.1 The principle of combining language learning with task driven
Project driven is the input of materials based on the completion of project tasks. The purpose is to help students master the learning priorities and difficulties in the process of task completion through the combination of language skills, content and functions. In mixed teaching, we should pay attention to the combination of language learning and task driven, in order to guide students to imitate and apply the language and professional knowledge, and then highlight the practicability and instrumentality of English knowledge. For the selection of projects, we should highlight the language characteristics and expression habits, in order to enable students to improve their language application ability through continuous training.

2.2 The principle of taking the project as the main line and students as the main body
After the selection of the project, the content should be designed first, and the content of the teaching materials should be fully considered, so that the project is not separated from the teaching materials and does not completely rely on the teaching materials. The project should be combined with the needs of the society for talents and the professional characteristics of students, so that students can understand the needs of the society in the process of completing the project independently, and carry out expanded learning of new knowledge in combination with their own ability, so as to cultivate divergent thinking. The project should fully highlight the dominant position of students. The purpose is to enable students to form a diversified understanding of knowledge during information collection, classification and sorting through students' active learning.

2.3 Adhering to the principle of online mixed teaching integration
In the project driven English mixed teaching, we should give full play to the advantages of the network and apply the online and offline mixed teaching mode to the extreme. The integration of online and offline mixed teaching can let students preview thinking first through the input of pre-class materials, then help students master the key points and difficulties of learning through classroom discussion, and finally cultivate students' autonomous learning ability through reading push after class. Through the integration of online and online mixed teaching, students can quickly understand and absorb knowledge, match learning content through expansion training, find their own shortcomings, and then improve learning effect through a good learning environment.

2.4 Adhere to the principle of combining process assessment with result assessment
The project driven English mixed teaching evaluation should pay attention to the proportion of process evaluation and combine process evaluation with result evaluation. The process evaluation is based on the students' online learning attitude and effect. The data is derived through monitoring, and then the scores are given according to the depth of the students' discussion content. The result evaluation focuses on the final examination, and improves the application ability of acting knowledge through writing and reading.

3. COUNTERMEASURES OF MIXED ENGLISH TEACHING IN COLLEGES AND UNIVERSITIES BASED ON PROJECT DRIVEN
3.1 Integrating online resources according to the project
Project driven is a teaching mode implemented with project as the learning carrier, and the mixed teaching mode is the integration of online and offline teaching modes. During the specific implementation, online learning resources should be integrated according to the project tasks. The purpose is to provide students with sufficient preview resources on the front line through the adjustment of teaching objectives and teaching activities, and finally develop students' autonomous learning ability through the dual cultivation of cultural literacy and application ability. Integrating online learning resources according to the project will help students fully cooperate.
with the implementation of the teaching process according to the resources, and avoid students' resistance to the new teaching model. Teachers prepare teaching resources according to students' differences, which can maximize students' English application ability.

3.2 Scientific design of mixed teaching mode

Environmental elements are the key to the implementation of mixed teaching mode, which mainly rely on the support of network technology and network resources. Project teaching is mainly through the creation of situations to enable students to master the key points and difficulties of learning around the completion of a theme task, so as to highlight the interactivity of mixed teaching. In the specific implementation, teachers should set the project theme in combination with the characteristics of English curriculum and set the situation according to the needs of project completion, the purpose is to make the project situation conform to the cognitive characteristics of students and invest in the mixed learning process on the basis of enhancing students' subconsciousness. Teachers' project situation setting should match the course content, and use students' thirst for knowledge to overcome learning difficulties. In the online link, teachers provide students with exquisite courseware and learning resource files, and assist with supporting exercises. The purpose is to help students understand the article structure and central idea in the preview process, and finally give full play to the advantages of network technology. Teachers should answer students' doubts in the learning process in time, and adjust offline classroom teaching contents and activities based on students' learning effect.

3.3 Reasonable implement of he mixed teaching mode

With the support of network technology, according to the diversified teaching objectives, teachers allocate cultural background knowledge and teaching content, focus on the cultivation of students' communicative ability, and accurately carry out mixed teaching, which can create a good language learning atmosphere. Teachers follow the three-step policy and integrate students' autonomous learning with practical learning, which can effectively improve students' enthusiasm in classroom activities. Teachers participate in the whole process of students' online course learning, grasp the proportion of classroom display through the organization of courses and the assistance of students' learning, and combine online evaluation with offline evaluation on the basis of improving students' participation. Teachers analyze the social demand for English talents, establish resource files through data statistics, and then summarize the advantages and disadvantages of students' learning by relying on the supplement of multi-channel resources and group cooperation, so as to ensure the stable improvement of students' English application ability.

3.4 Building a diversified evaluation system

Project driven English mixed teaching should build a diversified teaching evaluation system. The purpose is to rely on the synchronization of evaluation and teaching content, integrate process evaluation and open evaluation, and pay attention to students' attitude, process and results of completing the project according to the combination of quantitative and qualitative evaluation. First, ensure the combination of online evaluation and offline evaluation to ensure the diversification of evaluation subjects. Teachers pay attention to students' online preview and offline learning, and guide them in time to stimulate students' self-management ability. When implementing evaluation, we should promote students' learning with evaluation, the purpose is to dynamically evaluate the learning of different students through differentiated evaluation standards, so as to avoid unscientific evaluation caused by the restriction of unified quantitative indicators. Teachers should pay attention to the individual development needs of students, incorporate students' learning process, learning attitude and learning results into the evaluation, make the evaluation break the traditional single subject and single index, and deepen the integration of teaching, learning and doing by relying on the completion of project tasks. The evaluation perfectly connects pre-class preview, in-class learning and after-class review, which can give full play to the cultivation of students' listening, speaking, reading, writing and translation ability by the mixed teaching mode, and then improve the depth of project teaching through feedback to students.

In short, the project-driven mixed teaching model of College English is a new teaching model, which can rely on network technology, give full play to the advantages of online and offline teaching, and take the project as the carrier to stimulate students' initiative, so as to match the trained talents with the needs of the society. Teachers should choose the project scientifically, so that the project is not separated from or completely dependent on the teaching materials, so as to put the students in the real situation, so that the students can internalize their knowledge through exploration in the process of completing the project tasks, so as to improve their English literacy and comprehensive application ability.

REFERENCES

Discussion On the National Character And World Spread Of Vocal Music Art

Xin Wan  
Conservatory Of Southwest University, Chongqing 400715, China

Abstract: the purpose of vocal music art is to achieve worldwide communication, using the unique value of vocal music art in the world music to promote the role of our country vocal music art to lay a good foundation for extensive communication. In order for our country vocal music art to occupy the mainstream in the world art environment, it must be integrated with vocal music art and culture to form a new development trend, provide good living conditions for sustainable development, and pave the way for our country vocal music art to spread around the world and enter the world art scope. And in all corners to achieve widespread popularity, fully reflects our country's unique vocal art and cultural value. This paper focuses on the national and cosmopolitan nature of vocal music art, essentially understanding the fusion significance between the two, and promoting the continuous spread of vocal music art in our country.

Key Words: Vocal Music Art; Nationality; Worldwide Communication

1. THE NATIONAL CHARACTERISTICS OF THE DEVELOPMENT OF VOCAL MUSIC ART IN CHINA

As China has a profound cultural heritage, the art of vocal music and historical culture clever combination, coupled with China's vast area, each city and regions have great cultural limitations, only let different ethnic mutual assistance, integration, in order to better promote the traditional national culture ushered in a new development trend. Under the social background of the new era, vocal music art is innovated and spread on the basis of traditional culture and art, presenting diversified musical art ways, taking vocal music as an important support of traditional art, fully demonstrating the characteristics of national art. Because of the close relationship between Chinese traditional art culture and history, it obviously tends to develop in theory and form, and takes emotion as the foundation of vocal music art creation, which has the existence of soul. Nationalism provides great resources for the development of vocal music in China, and is also the basic theoretical basis of modern vocal art performance [1].

From the basic theoretical knowledge of vocal music, its own emotional characteristics, through the melody of vocal music and timbre fully reflects the author's unique emotions. As a special way of communication to ease People's Daily mood, it is manifested in the living and working environment of various regions to express their yearning and love for life, the development of vocal music art in China is analyzed from the perspective of nationality, which is embodied in the following aspects:

1.1 National characteristics of vocal music art in China

The national characteristics of vocal music in China mainly focus on two forms of national emotion expression and national language expression. In the aspect of emotion expression, Chinese vocal music takes emotion as the soul of creation, which effectively expresses the author's emotion and presents the form of natural description. When Chinese vocal music is performed and created, the singer will understand the basic meaning and deep emotions of the work in advance, master the author's psychology and inner thoughts, prepare for the nature of the vocal music work, generate emotional resonance with the audience, and attract people's attention and attention. From the aspects of language performance, because long-term regional factors, will appear a lot of differences between ethnic change, style and emotional happen very big difference, emphasis is given priority to with ethnic minorities, traditional national vocal music, the author will use the language emotion and performance stage way promote vocal tension, the characteristic of other forms of national art.

1.2 To consolidate the national subject status

In recent years, China's vocal music culture is facing great impact, facing new artistic reform, some relevant people believe that the direct impact on the development of art and culture, leading to the gradual disappearance of traditional national art. But substantially analysis, its surface behavior, standing in the vocal music art development actual situation in our country, most of the major nationality as the main national vocal music development, still some connection with the traditional culture, which contains singing skills, breath rhythm, art forms such as there was no change, just on the basis of original innovation, integrated into the elements of modern art, To ensure the stability of vocal music's national subject status [2].

2. THE WORLDWIDE DISSEMINATION OF CHINESE VOCAL MUSIC ART

2.1 Vocal music art is a worldwide cultural and artistic resource

Vocal music is the basic embodiment of the art form, the main spirit of art support of each region, nation and country, the embodiment of people's wisdom, and the basic resources of world culture and art. Music art form is the artistic product of a few countries and regions, with national characteristics. Through the analysis of the current development situation, the worldwide communication is an important link of the development of vocal music art, and the use of Internet technology to provide great help for the worldwide communication of vocal music art in China, so as to better achieve widespread communication.
For the current world cultural development status quo, the artistic integration and impact between countries, is conducive to the national characteristics of vocal music art in China to be recognized, become an important way to spread vocal music art in China. At the same time, the development of vocal music art in China will also use modern art elements to highlight the artistic characteristics of different regions and improve China's national status.

2.2 The communication of vocal music art needs communication and comparison
Vocal music art is the main body of China's music dissemination and development, which will involve rich humanities and historical culture. Each ethnic group in China has its own musical characteristics, and it continuously inherits its unique sounds and melodies, breaking through the limitation of traditional space and time, and becoming an important form of national vocal music art communication. Nowadays, there is equality between Chinese vocal music art and world culture. So, the vocal music art in the development of worldwide spread in our country, will continue to refer to foreign music art element, can't simply use measure vocal music art value view and professional theory knowledge, should be spread and carry forward the way of vocal music, on the basis of traditional culture, can by means of comparison, the way of communication, will the world spread of vocal music art in our country, To realize the worldwide dissemination of vocal music art together.

2.3 Art forms that introduce world culture
In the process of the worldwide dissemination of vocal music art in China, we must pay attention to the worldwide dissemination of vocal music, not only to the rhythm and skills of national singing, but also to the introduction of world culture and art forms into the world art environment. the reason why Italian vocal music is recognized by the world is that the country has highly professional singers and composers, together singing famous classical operas, effectively carry forward the style and characteristics of vocal music works. Our country vocal music also should draw lessons from this kind of communication way appropriately, through our country artist ceaseless efforts, also have a lot of vocal music artist to step into Vienna golden hall, give full play to our country vocal music art, also gradually to the world. Therefore, regardless of the stage of vocal music art in Our country should be actively spread and creation, through real-time understanding of the current development situation, to carry forward vocal music art in our country. In addition, in order to quickly realize the worldwide spread of Vocal music art in China, it is necessary to make use of its national characteristics, extract artistic elements from other countries, establish new vocal music forms, and better promote the realization of global vocal music art in China [3].

3. CONCLUSION
China's vocal music art has national characteristics, involving emotion, language and body expression, fully formed a unique national cultural vocal music art form, and in the world's vocal music occupies a favorable position. As a multi-ethnic country, under the fusion of different ethnic vocal music art forms, it embodies the most distinctive national characteristics, and becomes an important means for China's vocal music art to spread around the world, so as to better build a targeted national vocal music art system and promote the all-round development of Chinese national vocal music art toward the world.

REFERENCES
Innovation Of Higher Vocational Education Management In Our Country From a Comparative Perspective

Miao Wang
Zibo Vocational Institute, Zibo, Shandong 255314, China

Abstract: the reform of the new curriculum education system lays the foundation for improving people's comprehensive quality and promotes the rapid improvement of the national economy. Vocational education management can determine the improvement of students' core literacy. In order to achieve long-term development of higher vocational education, it is necessary to focus on analyzing management problems and put forward targeted implementation plans based on the current situation of higher vocational education, which is conducive to the overall optimization and improvement of higher vocational education management. Based on the successful cases of higher vocational education management in the United States, this paper deeply studies the innovation of higher vocational education management from a comparative perspective, so as to promote the complete progress of higher vocational education.

Key Words: Comparative Perspective; Higher Vocational Education; Management; Innovation

1. MANAGEMENT ADVANTAGES OF AMERICAN HIGHER VOCATIONAL EDUCATION FROM A COMPARATIVE PERSPECTIVE

1.1 Fit the society and pay attention to practice
American vocational education mainly focuses on hands-on practice in practical teaching, which aims to prepare students for rapid integration into the society and better provide excellent talents for the industry. At the same time, American vocational education is characterized by strong flexibility and practicality. Colleges and universities will continue to investigate and observe the industry market, plan targeted education programs, and guide students to choose diversified courses for active learning [1]. Due to the open nature of American teaching courses, practical teaching courses are mainly carried out to improve students' hands-on operation ability and cultivate students' thinking logic. In addition, most higher vocational colleges will regularly cooperate with relevant enterprises and social institutions to jointly carry out school-enterprise cooperative teaching, fully build oriented learning and employment, and effectively solve the employment difficulties of students. Finally, higher vocational colleges will get high efficiency satisfaction, combine knowledge with employment skills training, focus on training professional talents, contribute excellent professionals to the social industry, reduce talent shortage.

1.2 Improve laws and regulations
Because the United States has a long development of higher vocational education, equipped with complete education laws and regulations, to ensure the implementation of vocational education. Based on the analysis of the development of Education in the United States, it pays special attention to the relevant provisions of education, especially to the implementation of laws and regulations. After the relevant laws and regulations of higher vocational education are formulated and perfected, it lays a good foundation for the smooth development of higher vocational education. The improvement of the relevant system of higher vocational education in the United States not only ensures that higher vocational education is recognized by parents and society, but also improves its influence and promotes sustainable development of higher vocational education.

1.3 Pay attention to employment and cultivate differentiated personality
Higher vocational education in the United States has a targeted goal and attaches more importance to students' vocational skills. Many vocational colleges and universities in the United States have begun to launch open education policies, lowering the admission requirements and increasing the number of students to lay a foundation for future development. In the process of education and teaching in higher vocational colleges, the United States pays special attention to the personality differences of students, and provides specific education for each student by means of targeted teaching methods to enrich students' vocational skills. At the same time, higher vocational colleges in the United States have flexible education methods. They adopt corresponding education methods based on students' characteristics and future goals and provide special education resources, which can not only cultivate skilled talents, but also form application-oriented talents and accelerate the completion of talent training objectives [2].

2. INNOVATION OF HIGHER VOCATIONAL EDUCATION MANAGEMENT IN CHINA

2.1 Change the ideology and improve the influence of higher vocational education
In order for higher vocational colleges to be recognized in the society, it is necessary to improve the influence of higher vocational colleges, constantly change the ideology and break through the traditional higher vocational education ideas, which will help higher vocational colleges to occupy the advantage in the education industry. China's national economy and society are developing rapidly, and new professions and industries are emerging.
day by day. More talents are needed to meet the market demand and improve the speed of industry development. In order to adapt to the trend of modern education, we must strengthen the development of higher vocational education and integrate it into the social development environment, which is the starting point of educational reform. At the same time, in the context of social attention to higher vocational education, we should use a variety of education methods, so that the society and the masses change their views, re-understand and understand the importance of higher vocational education, increase the influence of higher vocational education.

2.2 Development of complete legal norms and various modes of education
First of all, according to the status quo of China's education industry, scientific construction and sound legal system of higher vocational education. the reason why American higher vocational education can succeed is that it is equipped with a complete legal system of vocational education to provide institutional support for its development. In order to ensure the normal implementation of higher vocational education, China also promulgates relevant educational regulations, optimizes other laws and regulations, and clearly regulates duties, responsibilities and rights, so as to promote the smooth development of higher vocational education. Secondly, the government's cooperation is required to adopt a diversified form of running schools. the source of funds for higher vocational education should be clarified and timely put in place, and various government input cost systems should be formulated. Innovation multiple ways, to get the knowledge of the public funds, such as donations, donors interest-free loans, tax exemption, encourage together to deal with the school, society and individual investment in education pilot joint-stock, promote vocational education centralized, and the government, the unit, the student and so on many financing channels, fundamentally solve the problem of educational cost, ensure higher vocational education to achieve long-term development [3].

2.3 Optimize internal management and highlight school philosophy
On the one hand, strengthen the internal management and standardization construction of higher vocational colleges, formulate clear management structure, the management adjustment of higher vocational colleges needs to carry out management forecasting according to the actual situation and characteristics of current teaching, and make use of policy content to ensure more reasonable internal management. the management of higher vocational colleges must highlight professionalism and openness, perfect the establishment of institutions, improve the goal of specialized education, scientifically construct standardized functional departments and school-enterprise cooperation management organizations, effectively play the role of education and teaching management departments, and enhance the level of social service. On the other hand, the training objectives of higher vocational education should be clearly formulated, the teaching mode with school characteristics should be highlighted, and the training teaching mode with skills as the core should be formulated. At the same time, higher vocational colleges will combine various educational objectives and the nature of disciplines, according to local and market needs, establish a cohesive and integrated professional curriculum system, create diversified high-quality majors, and present a standardized higher vocational college. In addition, continuous innovation and optimization of the teaching model, teaching objectives focus on professional characteristics, reflecting the comprehensive teaching content, for students to entrepreneurship and employment to lay a foundation.

2.4 Complete the think tank system and optimize the evaluation system
Governments at all levels need to build a sound think tank system to provide institutional support for higher vocational education research and help in management. It takes supervision, guidance and evaluation as an important means of higher vocational college management, establishes a complete evaluation system, establishes higher vocational education supervision and management institutions at all levels, and regularly takes a series of normative work for higher vocational education in the region. At the same time, the evaluation objects will not only involve the educational administrative institutions, but also make appropriate reference to the educational behavior of the United States to formulate a unified evaluation system and involve third-party institutions to provide standardized supervision and evaluation services for vocational colleges [4].

3. CONCLUSION
According to the described in this article, with the higher vocational education features contrast each other, draw lessons from the successful experience of higher vocational education, provide great development space for our country's higher vocational education management, also requires our country's higher vocational education should fit the market demand, the transformation of society and the masses view and ideas, strengthen students' self-confidence, and by late to strengthen the reform of Chinese higher vocational education management system, Using school-enterprise cooperation to innovate management methods, improve the level of education management, establish a new education management system consistent with market development, cultivate high-quality applied talents for the society, and promote the further development of higher vocational education in China.

REFERENCE

A Study On the Impact Of Formative Assessment On Study Engagement And Study Satisfaction In the Context Of the Internet Of Things

Peibo Wu
1. Zhongyuan Institute Of Science And Technology, Zhengzhou, Henan 450046, China;
2. Institute Of Higher Education, Xiamen University, Xiamen, Fujian 361000, China

Abstract: the development of Internet of Things (IoT) technology has promoted the reform of higher education, and the concept of "student-centered" education has been implemented in the process of teaching and learning. the results show that: perceived formative assessment of university students can positively predict learning engagement and learning satisfaction; learning engagement of university students mediates between perceived formative assessment and learning satisfaction; emotional learning engagement mediates between perceived formative assessment and behavioral learning engagement of university students. Higher education should rely on IoT technology to innovate educational concepts and technologies, so as to improve university students' learning engagement and student satisfaction and contribute to the high-quality development of higher education.

Keywords: Internet Of Things; Formative Assessment; Learning Engagement; Learning Satisfaction

1. INTRODUCTION
IoT technology has a revolutionary impact on the development of higher education, prompting changes in higher education concepts and technologies, thus promoting high-quality development and internal construction of higher education. IoT technology will also change the teaching methods of teachers and the learning process of students, further promoting the deep integration of teachers' teaching and students' learning. In the context of the Internet of Things, it is possible to realise flipped classroom teaching, dual-line teaching, simultaneous screen linkage, and board explanation, effectively promoting classroom interaction, improving teaching effectiveness, and realising the transformation of students from "passive learning" to "active learning", and teachers from the transformation of the teacher from "teaching object" to "guiding object" [1]. Through IoT technology, the process of teaching and learning can be filled with wisdom, maximizing the integration of quality educational resources, alleviating the current problem of lack of higher education resources, achieving educational equity, and improving the quality of talent training. the learning engagement of university students and student satisfaction are important indicators to measure the quality of talent cultivation, and in recent years, the study of learning engagement is very hot in the field of higher education at home and abroad[2], learning engagement is also affected by the teacher teacher approach, and with the development of IoT technology in China, teachers' teaching is no longer mainly aimed at knowledge transfer, but should pay attention to the whole process of teaching. In this study, teachers are expected to provide timely feedback on students' student status through formative assessment, thus enhancing learning engagement and learning satisfaction. This study examines the impact of teachers' formative assessment on students' learning engagement and student satisfaction in the context of the Internet of Things, and promotes thinking and innovation in teaching and learning [3] [4]. To provide a basis for proposing more practical and effective means and measures to improve the quality of teaching and learning.

1.1 Higher education in the context of the Internet of Things
Professor Ashton of Auto-ID first proposed the concept of Internet of Things (IoT) in 1999, defining IoT as "the Internet where things are connected" [5], which is an application and expansion of the Internet, and the initial application of IoT technology in higher education was mainly campus card. the International Telecommunication Union (ITU) released the "ITU Internet Report 2005: Internet of Things" at the World Information Summit, stating that "the Internet of Things is coming of age" and that the Internet of Things has been listed as a key technology area for economic revitalization by many countries around the world. the most typical devices of the Internet of Things are sensors, network links, and data processing. the core and foundation of the Internet of Things is still the Internet, which still retains its natural connection with the traditional Internet and requires the use of wireless networks to achieve accurate information transfer, but at the same time, the Internet of Things also has its own characteristics, which is to achieve the link between things with the help of radio frequency identification technology, sensor technology, nanotechnology and intelligent embedded technology [6].

It has realized the intelligent leap from once human to human communication, human to object communication, to object communication[7]. As a global Internet power, China will focus on the IoT industry chain in the future, with breakthroughs in education, economy, and culture applications[8]. IoT technology can provide a guarantee for the high-quality development of higher education, and...
can also be used to remove some barriers in education, such as physical location, language, and economic development. Internet technology is integrated into smart education in higher education to enable teacher-student and human-computer interaction in the curriculum. It also lays the foundation for personalized learning and the precision of education. As IoT technology enters the classroom in higher education, interactive whiteboards in several fields turn the one-way flow of teaching sessions into a two-way flow and enable full monitoring of the student learning process, helping students to achieve intelligent learning. While IoT technology+AI can constitute smart education, smart classrooms inspire the use of more innovative scenarios. Thus, the transformation from smart classrooms to smart campuses can be achieved, and student engagement can be enhanced through a smart campus environment.

1.2 University student study engagement and student satisfaction

IoT technology transform traditional teaching and learning. IoT technology has made classroom environments smarter, with interactive whiteboards, temperature regulation, that allow teaching and learning environments to serve students and thus enhance student engagement. Student engagement is a popular term and a hot topic in higher education research. Because of the complexity of student engagement, the scope of its study has been vaguely defined. Student engagement is not a single construct, but a series of constructs related to time on task, quality of effort, engagement, and academic and social inclusion. This study's definition of student engagement was designed to focus on both study engagement and student satisfaction. Study engagement is a major area of research on student engagement, with the behavioral view being dominated by the NSSE survey of US university students and having a wide global impact. The first Chinese version of the study engagement questionnaire was conducted at Tsinghua University in China in 2007, followed by the development of a study engagement. The psychological perspective, which advocates viewing study engagement as a multidimensional psychological structure that includes cognition, emotion and behavior, and the socio-cultural perspective, which focuses on the broader the holistic perspective attempts to integrate these perspectives. This study focuses on learning engagement in the IoT context from a psychological perspective. The impact of Internet technology on learning engagement has been demonstrated in studies such as Zhong Wei's study on the factors influencing university students' learning engagement in the smart classroom environment. The quantitative study found that using the technological environment in smart classrooms can provide effective support for the teaching and learning process in terms of a variety of teaching and learning interactions, motivate students' interest in learning, and thus improve the quality and effectiveness of teaching. Another system uses objects with tags and Study Management System to collect data and analyze students' study methods using study analytics techniques.

Student satisfaction is an important indicator of the high quality of higher education, and IoT technology can build a smart campus based on small classrooms and small dormitories, so as to better interact with things and provide more convenience for teaching and learning, thus enhancing student satisfaction. It has been shown that university student's engagement in learning can enhance student satisfaction.

1.3 Formative assessment in the context of the Internet of Things

With the rapid development of the Internet of Things, big data, and cloud algorithms, higher education has also gradually entered the era of smart education, which focuses more on students' personalized learning and uses Internet of Things technology to accurately monitor students' learning conditions, thereby enhancing their independent learning ability. In traditional teaching in Chinese higher education, the result-based assessment methods used by teachers are no longer able to meet the needs of talent training. Scriver, M proposed the concepts of Formative evaluation (FA) and Summative evaluation (SA). Formative Assessment is also known as Diagnostic evaluation. Formative evaluation was introduced into the field of education by Benjamin Bloom in 1969 and changed from Formative evaluation to Formative Assessment. Formative Assessment can stimulate students' learning, and Boud and colleagues proposed a new perspective on assessment: assessment is a cultural practice that can explain students' behavior through social contexts, thus Formative assessment as a social activity requires teachers and students to discuss criteria and rules with each other to implement assessment. Zusho states that when students receive feedback from teachers, whether this feedback is human or technological, they regulate their learning behavior.

1.4 The relationship between formative assessment and study engagement and student satisfaction

Over the past 20 years, there has been a great deal of research exploring the relationship between formative assessment and learning. As formative assessment provides feedback to students and students use feedback to monitor and regulate their learning as they progress. As formative assessment is in line with modern learning theory, which recognizes the central role of students in constructing their own learning, and therefore formative assessment can also increase student engagement in learning. The second is that advances in technology have led to a shift in educational philosophy, with smart education facilitated by IoT technology valuing not only the learner experience but also learner outcomes and engagement, leading to greater use of formative assessment for academic engagement.
assessment. Research has been conducted to demonstrate the impact that particular forms of formative assessment - e-portfolios - can have on student learning[27]. Central to these arguments is the idea that the more time and effort a student invests in tasks with an educational purpose, the more students gains and the more satisfaction students will have with school and learning. There has been a great deal of research in recent years exploring the relationship between learning engagement and student satisfaction, or between formative assessment and learning engagement [4]. but in the face of the new educational landscape changes brought about by IoT technology, the use of formative assessment to enhance university students' study engagement and thus student satisfaction is a key concern for higher education practitioners. Interestingly, studies on formative assessment have mainly focused on qualitative analysis, and few quantitative studies have explored the relationship between formative assessment and student engagement and learning satisfaction. Some scholars have explored the relationship between formative assessment and self-regulated learning [28], however, no quantitative studies have explored the impact of formative assessment on student engagement and student satisfaction.

Based on this, this study uses the (presage-process-product) 3p theoretical model of university student learning proposed as a basis to explore the impact of formative assessment on student engagement and study satisfaction in the context of the Internet of Things, where presage in Biggs refers to a personal learning experience, this study mainly refers to the personal experience inspired by formative assessment, the process is the learning style, using students' emotional study engagement and behavioral study engagement as specific learning styles, and product mainly refers to student satisfaction [29].

2. MEASURE

2.1 Procedure

The study was conducted in two phases, the first phase involved the development of a formative assessment questionnaire. The second stage focused on the impact of perceived formative assessment on learning engagement among university students in the learning process.

The first stage was the development of the Perceived Formative Assessment Scale for Undergraduates: 1) Based on Black and William's definition of what formative assessment entails as five practical activities: sharing success criteria, classroom questioning, feedback, peer and self-assessment, and tests for formative assessment [23]. Twenty-five items were developed and PhD students in psychology and education were invited to revise the item design of the questionnaire. the final 16 items of the formative assessment questionnaire were identified and scored using a 5-point Likert scale. (iii) Pretesting and item screening, 330 students from one university were selected for pretesting of the formative assessment questionnaire and 310 questionnaires were returned (94% return rate). Exploratory factor analysis was conducted on the questionnaire and the results showed a KMO value of 0.94 and Bartlett's spherical test of 3806.74 (p<0.001), and factor loadings were derived using principal component analysis and maximum variance matrix. Based on the factor loading results, the number of items with high overlapping loadings and factor loadings less than 0.3 were removed from the list. Finally, nine items were retained, forming two dimensions. Dimension 1 was named "Formative Assessment Methods" and contained 5 items. Dimension 2 is named "Focus on academic change" and contains four items. the total variance explained for both dimensions was 66.3%, the Cronbach alpha coefficient was 0.93, achieving a good level of reliability.

A validation factor analysis was conducted in AMOS 24.0 and the results of a first-order validation factor analysis on nine factors showed a good model fit [34] (x²:184.06, 4<x²/df<10, p<0.001, RMSEA<0.07, NFI>0.9, CFI>0.9, IFI>0.9), with each item loading at no less than 0.6 AVE values of 0.55, 0.63 and CR values of 0.77, 0.89. Thus, the internal consistency reliability and convergent validity levels of the formative evaluation scales are good and suitable for further data analysis. the higher the questionnaire score, the more pronounced the perceived formative evaluation.

The second stage was an analysis of structural variance models between latent variables, which began with an exploratory factor analysis of the Learning Engagement Scale using SPSS to determine the dimensions of the questionnaire. A validating factor analysis was conducted on the Academic Assessment Scale using AMOS 24.0. the data were then subjected to descriptive and correlation analyses, on the basis of which a structural equation model of the relationship between formative assessment, learning engagement and student satisfaction was constructed. A one-way approach was used to test for common method bias prior to formal data analysis [30], and the number of common factors for the exploratory factor analysis was set at 1. the one-way variance was 37.37% < 40%, with no common method bias. the data were also tested for covariance and the VIF values were all less than 5, with no covariance issues, indicating good data and no common method bias issues or covariance probability issues.

2.2 Participants

The first phase focused on convenience sampling, with one undergraduate institution taking subjects for exploratory and validation factor analysis of the questionnaire. 330 questionnaires were distributed and 310 questionnaires were returned, a 94% return rate, using an online questionnaire survey via Questionnaire Star.

In the second study, an online survey was conducted using an online survey of private undergraduate institutions in the central provinces of China. Ten hundred and forty-two electronic questionnaires were sent and returned, and the questionnaires were rigorously screened, leaving a final valid questionnaire of 732 questionnaires with an effective rate of 70%, of which 17.8% were male, 82.2% were female, 45.9% were freshmen, 34.8% were sophomores, 15.4% were juniors and 3.51% were seniors.

2.3 Survey variables

The College Student Learning Engagement Scale has been developed by Guo et al, which consists of 23 items, using
a 5-point Likert scale, and the scale is divided into two dimensions: emotional learning engagement and behavioral learning engagement. Higher scores indicate that students are more engaged. Considering that this study was conducted mainly among students in private institutions in China, exploratory factor analysis was conducted on the scale before data analysis. The questionnaire dimensions were aggregated into four factors with a KMO value of 0.96 and the contribution rate of the four factors was 64.35%. "Behavioral learning engagement", "Extracurricular learning engagement" and "Interactive learning engagement", and further validation factor analysis was conducted in AMOS 24.0, and the results showed that the first-order models of the four factors fitted the overall model fit indicators were: $\chi^2 = 918.25$, $\chi^2/df = 4.1$, $p < 0.001$, RMSEA = 0.07, NFI = 0.90, CFI = 0.92, IFI = 0.92. The compliance values for each item were at least 0.5, AVE values were 0.52, 0.59, 0.50, 0.61, and CR values were 0.61. 0.61, CR values were 0.85, 0.93, 0.82, 0.94 respectively.

The Student Satisfaction scale was developed by Guo et al. It consists of eight items and is rated on a 5-Likert scale, with higher scores indicating higher student satisfaction and good reliability of the scale.

3 RESULTS

3.1 confirmatory factor analysis

To ensure the reliability of the instrument, the scales in this study were subjected to validation factor analysis before formal data analysis. The results showed that all measurement models fitted well, with RMSEA < 0.12, NFI > 0.90, CFI > 0.92 and IFI > 0.92, and the models achieved good fit indices, with AVE values greater than 0.5 and CR values greater than 0.7 for all factors. This indicates that the measurement model has good convergent validity, and the Cronbach’α coefficients of the questionnaire are all greater than 0.7, which are good statistical indicators for further analysis. The results are shown in Table 1.

3.2 Correlation and Demographic analysis of the variables

Table 1 shows the mean scores of each scale, the standard deviation, and the correlation coefficients between the scales. The mean score of the formative assessment scale is 3.72, of which the mean score of the assessment method dimension is 3.72, and the mean score of the concern for the assessment subject dimension is 3.81. The total score and the dimension score are higher than the mean score ($M=3$), which indicates that the implementation of formative assessment in Chinese private universities is effective, especially the teachers’ high concern for student growth. The mean scores of students' engagement in study behaviors were 3.53, behavioral and emotional study were 3.87 and 3.86, and interactive study engagement was 3.31, all of which were higher than the mean score of 2.5, indicating that the study behaviors of university students in China are more positive and positive overall, behavioral study engagement is slightly higher than emotional study engagement, and university students are more engaged in cooperative study. The score for extracurricular study ($M=2.67$) is slightly higher than the mean score of 2.5, but still lower than the scores of other dimensions of study engagement, indicating that Chinese university students spend less time on extracurricular study and their independent study ability needs to be further improved.

The mean score of student satisfaction is 3.91, indicating a high level of overall student satisfaction. Overall, the results show that Chinese university students recognize the formative assessment in teachers' teaching and can receive feedback from teachers in the formative assessment to a high degree, while in terms of study engagement, extracurricular study has the lowest score and behavioral study engagement is higher than emotional study engagement and interactive study engagement, while university students are more satisfied with the whole study process.

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Ss=Student satisfaction, Se=Study engagement, Ese=Emotional study engagement, Bse=Behavioral study engagement, Exse=Extracurricular study engagement, Ise=Interactive study engagement, Formative assessment=Fa, Fam=Formative assessment methods, Fag=Focusing on academic growth ** P<0.01,
subject of the assessment and behavioral study input (\(\beta = 0.25, 95\% \text{ CI}: 0.16-0.34, p<0.001\)), third, emotion study engagement partially mediated the effect between attention to the subject of the assessment and extra-curricular study engagement (\(\chi^2 = 423.12, \chi^2/df = 3.43, p<0.001, \text{ RMSEA} = 0.06, \text{ GFI} = 0.91, \beta = 0.17, 95\% \text{ CI}: 0.11-0.23, p<0.001\)). Sixth, analysis using the PROCESS plug-in in SPSS found that study engagement partially mediated the effect between formative assessment and study satisfaction (\(\beta = 0.17, 95\% \text{ CI}: 0.23-0.35, p<0.001\), while study engagement partially mediated the effect between formative assessment and study satisfaction.

4. DISCUSSION

The results showed that the formative assessment questionnaire was divided into 2 dimensions: formative assessment method and focusing on academic growth. studying the definition of formative assessment with results of previous studies. The Questionnaire builds on existing theories, as well as the innovation is an extension of Winstone's ideas[31], emphasizing that formative assessment should focus on students' academic change. At the same time, there were some easily overlooked findings in the study; the use of the Internet of Things and artificial intelligence can make the formative assessment in higher education effective, but students' acceptance of online video and voice assessment was low, so the online assessment items were removed from the exploratory factor analysis phase, during to low factor loadings. The predictive effect of formative assessment on student engagement in this study is consistent with previous research findings. The formative assessment is more helpful for students who are not particularly high achievers[23], and our findings reveal that formative assessment predicted college students' behavioral study engagement, extra-curricular study engagement, and interactive study engagement through the mediation of emotion study engagement. The variety of formative assessment methods stimulates students' enthusiasm for study, both in terms of group assessment and teacher feedback, and increases students' participation in the classroom. Classroom engagement helps students to gain a sense of belonging and satisfaction in the study process[22]. High levels of enthusiasm and a sense of belonging make students more willing to engage in the interactive study among peers, which increase their behavioral study engagement both inside and outside the classroom[34][35].

We also found that teachers' attention to students' academic growth positively predicted behavioral learning engagement, extra-curricular learning engagement, and interactive learning engagement, as well as through the mediating role of affective learning engagement, a finding that is consistent with previous research findings[14], and supports the self-regulated learning theory and the Rosenthal effect. Focusing on changes in students' learning and emphasizing students' active monitoring and regulation of their learning process stimulates positive self-efficacy in university students, which leads to a positive academic effect[22]. Positive affect, in turn, is gained through positive information fed back to students, which in turn translates into internal motivation to learn, thereby increasing learning engagement behaviors. It can

\[\text{AVE} = \text{Average variance extracted values, CR = Composite reliability, AVE} = 0.5, \text{ CR} = 0.7 \text{ meets the validity criteria of the questionnaire} \]

The results of the correlation analysis showed that there were significant positive correlations between all variables, with a significant low correlation between engagement in extracurricular study and formative assessment methods, formative assessment subjects, emotional study engagement, and engagement in extracurricular study; and a significant medium correlation with all other variables, allowing further structural equation modelling to test the hypothesised relationships between the variables.

3.3 Structural Equation Model

The relationship between formative assessment, emotional study engagement, behavioral study engagement, extracurricular study engagement, interactive study engagement, and student satisfaction among university students was analyzed by structural equation modeling, which fitted well (\(\chi^2 = 2062.60, \chi^2/df = 3.04, p<0.001, \text{ RMSEA} = 0.05, \text{ NFI} = 0.92, \text{ CFI} = 0.92, \text{ IFI} = 0.92\)). Formative assessment positively predicts student study engagement and student satisfaction, and study engagement is a complex concept in which emotion study engagement positively predicts behavioral study engagement, extracurricular study engagement, and interactive study engagement. The psychological view of study engagement is supported, as shown in Figure 1.

![Figure 1. Structural equation modeling of formative assessment, student engagement, and study satisfaction (n=732)](image)

The variables in the structural equation model were then further mediated to construct a latent variable structural equation model between formative assessment and study engagement, through the results it can be found that, firstly, emotion study engagement partially mediates between assessment approach and behavioral engagement, (\(\chi^2=577.78, \chi^2/df=3.54, p<0.001, \text{ RMSEA}=0.06, \text{ GFI}=0.92, \beta=0.39, 95\% \text{ CI}: 0.29-0.49, p<0.001\)), and secondly, emotion study inputs fully mediated the effect between assessment style and extra-curricular study inputs (\(\chi^2=442.82, \chi^2/df=3.05, p<0.001, \text{ RMSEA}=0.05, \beta=0.25, 95\% \text{ CI}: 0.16-0.37, p<0.001\)). Third, emotion study input partially mediated the effect between assessment style and interactive study input (\(\chi^2=401.86, \chi^2/df=3.59, p<0.001, \text{ RMSEA}=0.06, \text{ GFI}=0.95, \beta=0.34, 95\% \text{ CI}: 0.25-0.45, p<0.001\)), and fourth, emotional study input partially mediated the effect between attention to the subject of the assessment and behavioral study input (\(\chi^2 = 457.64, \chi^2/df = 3.66, p<0.001, \text{ RMSEA} = 0.06, \text{ GFI} = 0.91, \beta = 0.23, 95\% \text{ CI}: 0.29-0.48, p<0.001\)). Fifth, emotional study engagement partially mediated the effect between attention to the subject of the assessment and extra-curricular study engagement (\(\chi^2 = 423.12, \chi^2/df = 3.43, p<0.001, \text{ RMSEA} = 0.06, \text{ GFI} = 0.91, \beta = 0.17, 95\% \text{ CI}: 0.11-0.23, p<0.001\)). Sixth, analysis using the PROCESS plug-in in SPSS found that study engagement partially mediated the effect between formative assessment and study satisfaction (\(\beta = 0.17, 95\% \text{ CI}: 0.23-0.35, p<0.001\), while study engagement partially mediated the effect between formative assessment and study satisfaction.
also maximize students' readiness for their lifelong learning in the context of the Internet of Things.

4.1 Limitations and directions for future work

Although this study yielded some valuable findings, there were two limitations in its design that hopefully, subsequent researchers can improve upon. The first limitation was the sample of the study, this study mainly selected university students from a province in China. Due to the limitation of convenience sampling, there may be a limit the generalisability of the findings. It is suggested that the researcher use systematic sampling in future studies, thereby enhancing the generalisability of the findings. The second limitation was the perception of formative assessment, which is currently in the developmental stage in the academic community and will gradually be enriched by the connotations of formative assessment; therefore, future research could further revise and improve the formative assessment scales.

ACKNOWLEDGEMENTS

The effect of family socioeconomic status on academic mood of Rural Junior High School Students in Henan Province, project number SKL-2021-1405; Second prize, Project number: Yujiao [2020] 20472, entrepreneurship and employment project of College students after 1995 in Henan Province, Education Department of Henan Province.

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Research On Mental Health Problems Of Left-Behind Children And Social Work Intervention Service

Congde Xu
School Of Law, Qingdao University Of Science And Technology, Qingdao, Shandong 266061, China

Abstract: Through the investigation of relevant personnel, it is found that in rural areas, the number of left-behind children in recent years presents an increasing trend year by year. At the same time, their mental health has also received social attention. The reason why rural left-behind children have mental health problems is mainly caused by various reasons, which is difficult to solve, and social work intervention services are very necessary. Therefore, this paper makes a simple analysis of the mental health problems of left-behind children and puts forward a series of specific strategies for social work intervention.

Key Words: Left-Behind Children; Mental Health Problems; Social Work Intervention

1. INTRODUCTION
In the new period of social development, great changes have taken place in all aspects, whether in rural areas or urban areas. Among them, the most obvious phenomenon is that a large number of labor force gradually moved to urban areas. Restricted by objective factors, they left their children in rural areas, and the number of left-behind children in rural areas keeps increasing. The mental health problems of left-behind children not only affect their own development, but also affect the happiness index of their families, and even cause some other social problems. Therefore, social work intervention services are needed to ensure the healthy psychological development of left-behind children in rural areas.

2. MENTAL HEALTH PROBLEMS OF LEFT-BEHIND CHILDREN
First, through the survey of most left-behind children, it is found that they usually do not like to communicate with others and are used to doing everything by themselves. Compared with other children, they have a strong sense of loneliness. Because the guardians of left-behind children pay more attention to their needs in life, not enough attention to their psychological needs, and their parents are away from home for a long time, when they have psychological problems, they lack channels to vent, resulting in obstacles in their communication with others. Second, in the current environment, for most parents, they pay more attention to their children's study. Especially in rural areas of China, in the cognition of parents, they believe that only good academic performance can achieve better development in the future. Under the influence of this concept, left-behind children face greater pressure and are more likely to have conflicts with their parents in learning and psychological problems in learning. Third, data clearly show that more than 90% of left-behind children have serious psychological inferiority. Under such psychological influence, they always feel inferior to others in life or study, which may even affect their later life [1].

3. THE NECESSITY FOR SOCIAL WORK TO INTERVENE IN MENTAL HEALTH PROBLEMS OF LEFT-BEHIND CHILDREN
First, after left-behind children have mental health problems, there will be a series of practical problems, if only from their heart, it is difficult to solve the problem fundamentally. At the same time, no matter the family aspect, or the school aspect, can not solve the problem effectively. Social workers, on the other hand, have all kinds of knowledge. For example, the methods used in sociology and psychology to solve problems are professional to some extent, which makes it easier to solve problems related to left-behind children. Second, in the school mental health education, the education method is mainly aimed at all students. For example, more common psychological education related courses, lectures and so on. This kind of education seems to be relatively simple, but there is little targeted education for individual students, and the education form is passive, and less attention is paid to left-behind children. If social work can be stepped in, can according to characteristics of play to their initiative, can not only attention to each child's own situation, and can be filtered on nearby objects, for people to further understand the edge of danger, put forward the corresponding intervention strategies, for the left-behind children's mental health maintenance is very necessary; Third, in the past, the mode of mental health education is rigid. When facing left-behind children, they are usually questioned, and in some cases, they are even directly equated with problem children, which is not the case. From the perspective of social work, they think that whether to any one person, as long as the conditions of all aspects of the arrangement is appropriate, you can make a person's potential into play, they pay more attention to the social relations of the left-behind children, to get rid of the stereotype previously exist, positive view of the development of left-behind children [2].

4. SPECIFIC STRATEGIES FOR SOCIAL WORK TO INTERVENE IN MENTAL HEALTH PROBLEMS OF RURAL LEFT-BEHIND CHILDREN
4.1 Case Work
To put it simply, the understanding of case work mainly means that social workers provide targeted help and individual counseling to left-behind children by analyzing
individual cases and using corresponding methods when facing specific problems. In the whole process of case work, it is necessary to focus on understanding the inner thoughts of left-behind children and make a comprehensive and detailed analysis of their existing problems through careful listening. At the same time, also need to take the initiative to communicate with them, whether for their learning, and life, all need to give enough concern, to reduce the distance with their heart, enables them to generate goodwill for social workers start, gradually transition to the trust, so that the follow-up of other work can be carried out more smoothly. In addition, if conditions permit, it is necessary to communicate with the parents of left-behind children, so that they can spend as much time as possible to communicate with their children, so that left-behind children can obtain more spiritual satisfaction.

4.2 Group Work
In the use of group work, mainly based on the group as a unit, through the mutual help and support among members, so that each member can deal with practical problems, interpersonal relations and other aspects of the ability to develop. This way has strong pertinence, more suitable for groups with the same nature. In this regard, on the premise of ensuring safety, left-behind children can be formed into a group, through the design of the corresponding theme, can carry out about four collective activities. Through collective activities, team members can deepen their understanding of each other, and gradually take the initiative to participate in activities from the initial reluctance to communicate, so that they can obtain self-affirmation and promote self-growth. In addition, guardians of left-behind children can introduce some educational knowledge to them, so that they know how to communicate with children in an appropriate and correct way, so that every child can achieve healthy development.

4.3 Community Work
In applying this mode of work, it is necessary to take the actual situation in rural areas as the target of services, so that the residents of the whole community can pay attention to left-behind children and their mental health problems. The residents of the whole community should be mobilized to learn to take care of the left-behind children around them and form an invisible protection model in the community. In addition, various forms of activities can be carried out to strengthen the connection between residents and left-behind children, and make left-behind children feel cared for from the heart, so as to solve more problems related to left-behind children [3].

5. CONCLUSION
To sum up, social work is very important to intervene the mental health problems of left-behind children. In this regard, in the process of social workers carrying out mental health education, it is necessary to start from a number of different aspects, flexibly adjust the work mode according to different objects, do a good job of psychological guidance to left-behind children, so as to make left-behind children get better development.

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REFERENCE
Creativity And Communication Skills Of Public Service Advertisements In the New Media Environment

Haoming Li, Xin Yang
Liaoning Institute Of Science And Technology, Benxi, Liaoning, China

Abstract: With the development of new media technology, more and more audiences are accustomed to using mobile devices such as mobile phones to receive information. Public service advertisements are an indispensable positive energy in society. The development of new media has brought a huge impact on the creativity and dissemination of public service advertisements. Interaction, content creativity, process creativity, and real-time information release have improved the communication effect of public service advertisements.

Keywords: New Media; Public Service Advertising; Advertising Creativity; Advertising Communication

1. THE CONCEPT OF NEW MEDIA AND PUBLIC SERVICE ADVERTISEMENTS

Public service advertisements are advertising activities that provide free services to the society for the purpose of not making profits, and are an important part of social public welfare undertakings. Public service advertisements have a wide range of target audiences, usually by means of mass communication, which can play a good role in moral and ideological education. The information content and dissemination form of public service advertisements through advertisements arouse public attention and attention to certain social issues, and improve the overall quality of the public through moral norms and ideological education, so that the audience can understand the information content of public service advertisements, accept public service advertisements concepts, and improve the communication effect of public service advertisements.

New media is a new type of media terminal, which provides users with a variety of information and services through computer networks, wireless communication networks, satellite networks, computers, mobile phones, digital TV, etc. New media refers to the current new media technology relative to "traditional media". It is based on digital compression and wireless information technology. Using its massive capacity, immediacy and interactive characteristics, it is able to reach a span of multiple regions and finally realize the internationalization of new media. The most significant feature of new media technology represented by digital technology is that it breaks through the boundaries between media and eliminates the boundaries between media, locality, administration, and even the public. New media also shows outstanding personalization, more audience selectivity, higher interactivity, more diverse forms of expression and real-time information release.

The emergence of new media has brought great changes to the creativity and dissemination of public service advertisements, and has had a huge impact on the creativity and dissemination of public service advertisements.

2. THE IMPACT OF NEW MEDIA DEVELOPMENT ON THE CREATIVITY AND DISSEMINATION OF PUBLIC SERVICE ADVERTISEMENTS

2.1 The impact of the development of new media on the creativity of public service advertisements

In the new media environment, the creativity of public service advertisements has been greatly affected. Looking at the impressive public service advertisements at home and abroad that are accepted and loved by the audience and achieve good communication effects, we can find that these public service advertisements have wonderful advertising ideas. In the new media environment, audiences have much higher requirement for the creative level of public service advertisements. For public service advertisements, creativity is the key to a good communication effect. Only unique and expressive advertising ideas can make public service advertisements popular and accepted by the public, and achieve the effect of influencing the audience's concept and changing the audience's behavior. Creativity is the soul of public service advertisements, and the key to good communication effects of public service advertisements.

In the era of mass communication, some public service advertisements have a single theme, lack of creativity, and excessive publicity of policies and slogans, which has greatly weakened the audience's acceptance of public service advertisements. In the new media environment, public service advertisements need to be constantly innovated, make full use of the characteristics of new media, improve the creative level of public service advertisements, and enhance the interactivity of public service advertisements, so that public service advertisements are more likely to be loved by the audience.

In the new media environment, the people-oriented concept has become more and more popular among people. In the creation and performance of public service advertisements, more personalized methods are used to interpret the theme of advertisements. In order to achieve the ideal effect of public service advertisement dissemination, public service advertisement should also
show the aesthetics in line with the audience's preferences, so as to improve the design level and performance effect of public service advertisements. In the new media environment, the creativity of public service advertisements gets influenced by the creation of short videos, and begins to become more witty and humorous to meet the audience's preferences. Humorous advertising ideas make people feel happy, so as to better achieve the communication effect to guide the audience and change the audience's concept and behavior.

2.2 The impact of new media development on public service advertising

The traditional public service advertisement communication has the shortcomes of single communication form, low content quality, lack of creativity and low level of public participation, which make the traditional public service advertisement communication limited. Therefore, in the new media environment, public service advertisement communication should make full use of the characteristics of new media for effective dissemination. With the development of new media technology, short video platforms have developed rapidly, and short videos have become an important channel for a lot of audience to receive information. Short video communication has the characteristics of interactivity, entertainment and fragmentation, and can break the restrictions of time and region, and is loved by more and more audience. the communication mode of public service advertisements has changed from the previous traditional single mode to an integrated communication in various forms of short videos and multimedia. In the self-media environment, public service advertising communication should combine the existing big data and Internet communication resources to carry out precise public service advertising communication based on the characteristics of the audience.

Most of the advertising effect research start from Lasswell's Five Elements or Narrative Communication Theory. Differences in the presentation methods and language expressions of public service advertisements have different classification criteria, and different communication methods have different effects on the audience. In the new media environment, audiences are paying more and more attention to short videos and multimedia, and public service advertisements have also been affected and changed accordingly. With the advent of the new media era and the development of information media technology, traditional public service advertising communication methods are difficult to match with new communication trends. Compared with traditional media, new media is based on highly developed new technologies. the rapid development of media technology has given birth to the prosperity of visual culture, especially in the form of visual language of advertising communication, which has produced a variety of changes. the application of artificial intelligence, big data, cloud computing, virtual reality and other technologies promotes the rapid integration of market data, audience data and other information required for advertising. the conclusions that can be drawn on a series of issues such as media placement, testing and evaluation are more refined and accurate. the visual language of public service advertisements is no longer carried out by using simple flat graphics, but has become a social product that combines digital technology, media art, and has new connotations and new forms. From the "digital age" to the "picture age" and then to the "video age", the communication of public service advertisements has presented a richer form, and has undergone a transition from static to dynamic, with higher interaction and pertinence.

3. PUBLIC SERVICE ADVERTISEMENT CREATIVITY AND COMMUNICATION SKILLS IN THE NEW MEDIA ENVIRONMENT

3.1 PSA creative skills

In the new media environment, the creativity of public service advertisements extends from a single idea to closely related to the communication strategy. At the same time, the creative cycle and inspection cycle of public service advertisements are also shortened. the development of new media technology has optimized the tangible carrier of public service advertising creativity, and advertising creativity has changed from content creation to form innovation. the creative forms of public service advertisements are constantly innovating, creating a better sensory experience for the audience and achieving a better persuasion effect. the public service advertisement creativity has changed from fixed content innovation to different forms of creativity, and the audience can give feedback while watching. This feature is helpful for public service advertisements to change the form of advertisements in real time, and provides more powerful support for the innovation of creative skills. Public service advertisement creativity has been transformed into programmatic advertisement creativity, paying more attention to the balance between efficiency, effect and quality, and innovation. Public service advertisement innovation has changed from experience thinking to data thinking. In the new media environment, big data technology provides more accurate audience analysis for advertising creativity and improves the scientific nature of public service advertising creativity. In the new media environment, the creativity of public service advertisements can mobilize the enthusiasm of the audience, and better achieve the ability to persuade the public, through data collection and accurate communication and integration with creativity. "Resonance" and "sharing" have also become an important part of creativity, and creativity is no longer just innovation in content.

3.2 Public service advertising communication skills

In the new media environment, public service advertisements rely on the development of big data, various sensing devices and big data analysis technology, which has produced huge changes. Public service advertisements have begun to effectively integrate creativity and scenes. This innovation can target different audiences and different regions and automatically change the form of communication to better meet the preferences of local audiences and better achieve the persuasion
function in different regions. The enhanced scene design of public service advertisements is conducive to getting rid of the traditional form of self-talk of public service advertisements, and is also conducive to enhancing the influence of public service advertisements. Public service advertising communication should realize the integration between traditional media and new media, broaden the communication channels of public service advertisements, and realize diversified communication methods. For example, the dissemination of public service advertisements on TV media can also increase the form of cooperation with new media so that the communication method can be innovated and the interactive process can be integrated in the communication process. The audience can also participate in the creation of public service advertisements to achieve good effect. New media technology expands the channels and layers presentation methods of TV media. For example, Internet TV and digital TV can be applied, TV broadcasting can be combined with mobile phone programs, and a variety of communication methods can be used for dissemination at the same time. Softening and invisible advertising communication methods are more popular with current audiences. Public service advertising communication can seize this feature and use invisible communication methods to guide the behavior of audiences. Combining public service advertisement communication with new media live broadcast can improve the efficiency and real-time nature of advertisement communication, realize high-quality communication of public service advertisements, and realize the functions of persuasion and education of society of public service advertisements more effectively.

4. CONCLUSION

The development of new media has brought a huge impact on the creativity and dissemination of public service advertisements, prompting continuous innovation in creative techniques, continuously upgrading creative, dynamic and interactive forms, extending from content creativity to process creativity, and changing the form of communication. Continuous innovation, integration of various communication media, and integration of various communication methods improve the communication effect of public service advertisements.

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Discussion On the Application Of Experiential Teaching Method In College Piano Teaching

Jiahui Zhang
Shandong University Of Technology, Zibo, Shandong 255000, China

Abstract: Piano teaching is the basic knowledge teaching in college education, which is conducive to students' growth, learning and future development. With the continuous improvement of the college education system, piano teaching is also introducing advanced teaching concepts, and formulating and improving the teaching objectives. Experiential teaching is a new teaching mode, which helps to cultivate students' ability. In this process, students' emotional experience and ability improvement should be paid attention to. For this, this paper analyzes and discusses the application of experiential teaching method in piano teaching for reference.

Key Words: Experiential Teaching Method; College Piano Teaching; Use; To Discuss

1. INTRODUCTION
Piano teaching focus is to cultivate the students' learning ability and application ability of knowledge, and the key is whether students actively participate in teaching, the students can actively participate in, so students can have a good feeling, in order to cultivate the students' learning ability and the comprehensive quality of students, and this is the modern piano teaching and the traditional piano teaching differences.

2. EXPERIENTIAL TEACHING METHOD AND ITS SIGNIFICANCE IN PIANO TEACHING
Experiential teaching method is a kind of teaching method gradually introduced into China's education cause from abroad. It is a new teaching method and teaching concept. It mainly aims to cultivate students' learning initiative and guide students to actively participate in, so as to establish a student-centered teaching system as the main teaching objective. The ultimate goal of course teaching is to assist students to actively participate in teaching, the students can actively participate in, so students can have a good feeling, in order to cultivate the students' learning ability and the comprehensive quality of students, and this is the modern piano teaching and the traditional piano teaching differences.

2.1 Organic combination of emotion and skills
In college piano experiential teaching, the application of experiential teaching method not only helps students to better master the piano knowledge and piano performance methods, but also can improve students' music quality. In the process of teaching piano knowledge and piano operation skills for college students, teachers need to flexibly and effectively use experiential teaching methods, so as to guide students to better integrate into learning, so as to promote students to actively learn and master playing skills, so as to improve their playing ability. In traditional piano teaching, teachers often do not attach importance to students' sense of participation and experience, and students can not integrate their own emotions in learning and practice. Through the application of experiential teaching method, students can be integrated into the atmosphere of piano works when playing piano works, and enrich their emotional experience, which is helpful to improve students' music core literacy, so as to promote the organic combination of emotion and skills.

2.2 Stimulate students' subjective initiative
In college piano teaching, students are an important part of teaching and also an important part of teaching activities. For this, teachers should adopt different ways to stimulate students' subjective initiative, so that students can give play to their imagination and creativity when actively participating in learning. By adopting experiential teaching methods, students can more actively into learning, so students can establish a good relationship with teachers, classmates, and in-depth communication and exchanges, in the process students can express their views and understanding, help to improve the teaching quality, promote the students learning enthusiasm and interest in learning. In the application of experiential teaching method, a good teaching atmosphere is created and students' confidence is enhanced, which ultimately improves the quality of teaching [1].

3. SPECIFIC STRATEGIES OF EXPERIENTIAL TEACHING METHOD IN COLLEGE PIANO TEACHING
3.1 Improve teaching methods and reflect situational feelings
The feeling of experiential learning can be reflected in the psychological aspect, so that students can deepen their understanding and feelings of the knowledge they have learned, and in this process, students can feel something. In piano teaching in colleges and universities, teachers can apply the way of creating a situation to let students into learning, and assist students to strengthen the learning and exploration of course knowledge. For example, teachers can use some typical music repertoire of teaching, improve teaching methods, can be to introduce students to the methods and skills of piano, then let the students through practice, in turn, students to generate strong feelings from the heart, teachers can ask students of some related works, the application of multimedia to create a work atmosphere, so that we can stimulate students' good feeling. Let students through profound experience, in order to stimulate students to participate in learning enthusiasm, so as to achieve the final teaching goal.

3.2 Optimization of piano teaching mode
In the application of experiential teaching method in piano teaching in colleges and universities, teachers need to change their teaching concepts and be able to recognize the shortcomings of teaching methods, assist students to master effective learning methods and skills, and cultivate students' learning ability in teaching [2]. In addition, teachers should guide and assist students to establish good self-confidence, so that students can actively participate in the course learning. For example, in experiential teaching, teachers can collect some teaching materials and let students learn piano. Some related works can be played in the course, so that students can have a good sense of hearing. In experiential teaching, teachers need to pay attention to cultivating students' thinking, guide students to actively participate in thinking and analyzing problems, and cultivate students' thinking ability and inquiry ability on the basis of assisting students to play their own subjective initiative. For example, teachers can carry out performance teaching and strengthen students' fingering practice by letting students master the rhythm of works. Students can master the functions of different chords and sounds and master playing methods, so as to improve students' good feelings. In experiential teaching, teachers need to pay attention to the personalized development of students, respect their interests and hobbies as well as the differences among students, improve their learning quality and enhance their piano core literacy [3].

3.3 Innovative teaching objectives
Teaching objectives and tasks are the key for teachers to control teaching progress, adjust teaching methods and innovate teaching objectives, as well as the important content to cultivate students' learning ability and application ability. Piano teaching has a strong freedom, and teaching will be based on the actual teaching situation and targeted addition and subtracted content. However, they are still dependent on teaching objectives, teaching content and teaching methods. In specific teaching, teachers need to purposefully adjust the teaching pace and progress according to the teaching plan, so as to ensure that students complete the learning task objectives. In teaching, it is necessary to guide students to strengthen the exploration of piano knowledge and practice from the early stage of teaching, so as to improve the basic education work by requiring students to master the operation steps and enhance their awareness of innovation. Therefore, the need to break through the traditional pay attention to skill teaching and ignored the creation teaching the limitations of the teaching idea and teaching mode, should embody the students learning skills and the creation ability of students' innovative teaching, by promoting the reform of teaching mode innovation, on the premise of mastering basic knowledge to students, their level of technical ability can be improved. In this need teachers to increase efforts to train students' creative ability.

4. CONCLUSION
To sum up, piano teaching plays an important role in the growth and development of college students and has great significance. Students with good ability is the premise of healthy growth and development of students, is also a necessary basis for students to form a good quality, and improve the ability level of students. For this, we need to recognize the experience type teaching method is applied to the significance of the education in colleges and universities, on this basis, adopt effective strategy, including the improvement of teaching methods, reflect situation experience, optimize the mode of piano teaching, innovative teaching goal, to improve experience type teaching method is applied to the effect in piano teaching in colleges and universities, improve the piano teaching efficiency and quality. To improve students' music quality.

REFERENCE


Red Gene Into the New Era of Moral Education in Colleges and Universities Path Exploration

Mingyu Gong
Tai Shan University, College of Mechanicla and Architectural Engineering, Tai'An, Shandong 271000, China

Abstract: The red gene is the inheritance of the revolutionary spirit and the spiritual connotation of party members. As the spiritual power of the nation, colleges and universities need to inherit the red gene. Colleges and universities are places of education for the country to train high-quality and high-level talents, and should shoulder the heavy responsibility to train the successors of socialism for the country. Under the background of moral cultivation, colleges and universities should dig out the cultural connotation of the red gene and carry out ideological and political education for college students in combination with the characteristics of colleges and universities. In this regard, this paper analyzes and discusses the path of integrating the red gene into the moral education of colleges and universities in the new era, so as to provide reference for relevant personnel.

Keywords: Red Gene; New Era; Colleges and Universities; Moral Education

1. INTRODUCTION
General Secretary of the (-) of China once said that inheriting the red gene can ensure that the red country will never change color. Colleges and universities need to take on the important responsibility to carry out the party's and the country's lines and principles with the basic idea of "fostering morality and cultivating talents", so as to train excellent builders and successors of socialism with new characteristics for the country. In new era, colleges and universities need to be aware of the red gene for the importance of moral education work, also will be red gene thoroughly, red gene inheritance, carry forward the red gene, university education education work with the red gene fusion depth, thus to realize the great rejuvenation in China excellent talents reserves.

2. THE FUNCTION OF RED GENE IN THE MORAL EDUCATION OF COLLEGES AND UNIVERSITIES IN THE NEW ERA
2.1 The red gene is the spirit formed by the people of all ethnic groups in the revolutionary struggle under the leadership of the Party, and it is the precious spiritual wealth of the country. Red Gene is rich in content, including historical relics, memorial venues, red documents, red stories, red works and so on, which is an important embodiment of red culture. the red spirit formed by the Party in the development of revolutionary history includes the spirit of the Long March and the spirit of Yan'an, which embodies the spiritual value and core essence of the red gene through continuous transmission and inheritance. Under the background of new era, the effective permeability red gene, strengthen the red education, help to new era college moral education work effectively implementing, and establish and perfect the khalid ents education platform, effectively solve the problems existing in the moral education, moral education work in colleges and universities has played a significant role, embodies the important value.

2.2 Guidance, the red gene is the precious heritage formed in the historical development of Our country, which reflects the history of the party's revolution, the history of revolutionary struggles and the history of heroes, as well as the lofty ideals and firm beliefs of the Party. It plays a good influence and infection role in the formation of college students' beliefs and the cultivation and improvement of their moral education quality. In college moral education infiltration red gene, which is beneficial to college students set up healthy correct outlook on life, world outlook and values, and to set up the efforts to develop the belief and lofty ideal construction of modern, can indicate the direction for people's life, study and work, which can enhance the cohesion of the people, the nation to unify thoughts, encouraged to go forward, Therefore, it plays a good ideological guiding role.

2.3 Political Educatio, the core essence of the red gene is its revolutionary character, which is closely related to the party's revolutionary development and closely integrated with the road of building socialism with characteristics. It shows the original intention of the Party and the people to build the country and society in a civilized and harmonious way despite hardships and dangers, independence and freedom. Through the infiltration of red gene and the integration of red gene thought, the guiding basis of red thought is provided, the direction of national and social development is indicated, the political judgment is enhanced, and the enthusiasm for guaranteeing social stability is enhanced, so as to effectively play the function of political education [1].

2.4 Moral Demonstration, the Red Gene embodies the indomitable spirit of the people in their efforts to build a rejuvenated, democratic and prosperous country, and has written a touching chapter in the history and story of China's development. It shows the noble qualities of revolutionary historical figures who care about the world, shed their heads, shed blood, and have the courage to make sacrifices. the characters, events, spirits and wills embodied in the red gene have influenced and infected generations of nation's children. Especially in the war years, the heroic deeds of the revolutionary ancestors who sacrificed themselves and dared to sacrifice for the liberation of China are shocking and have a strong appeal and influence on the current youth group. the infiltration and integration of red gene in moral education in colleges and universities can help students establish lofty ideals and enhance value awareness, which plays a significant role, thus reflecting the scientific and effectiveness of
moral education, and thus playing an effective moral demonstration role [2].

2.5 The spirit of the drum, the revolutionary historical spirit of the nation and the spirit of the new era embodied by the red gene are the motive force and foundation of the moral education function of the red gene. Jinggangshan spirit, Xibaipo spirit and other red spirits are an important embodiment of the continuation of the great national integrity and national spirit of the nation, as well as the entry point and enhancement point to promote the development of the nation and the country. Through the infiltration of red gene, in order to inspire college students to maintain positive, hard work, perseverance, dare to compete, strive for excellence spirit and motivation, and through internalization in the heart to form the study and life motivation, so as to inspire college students to contribute to the national social and economic development of consciousness and thought. Thus, the red spirit displayed by the red gene can be continuously inherited and carried forward.

2.6 Cultural Communication, the red gene shows the profound history and culture, showing the historical picture of the victory of the revolution led by the Party and the magnificent chapter of national construction, reform and development, reflecting the noble spirit of national integrity and the spirit of the Times. the red gene represents the past and the future. College students learn advanced spirit through receiving red education from the red gene, thus arousing the enthusiasm of study, life and work, inspiring the confidence and willpower of college students to work hard, not afraid of difficulties and actively overcome difficulties. In addition, the red gene is internalized to reflect moral requirements. In their daily study and life, students can gradually show their behaviors of thrift, abiding by rules, striving hard, being ready to help others and upholding justice. In the moral education in colleges and universities, the spirit of red culture is inherited through the infiltration and integration of red genes, which promotes the development of revolutionary traditional culture and has a significant impact on promoting social development and progress in the new era [3].

3. THE CURRENT SITUATION OF MORAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 The teaching form is mechanical, at present, the form of moral education in colleges and universities often still adopts the teaching method of classroom infusion, and the teaching form is mechanical and simple. In education, teachers are in the leading position, students are passive in learning, and the communication and interaction between teachers and students is relatively lacking. In education the work carries out, often with positive education as teaching idea, pay attention to theoretical teaching and ignore the practice teaching, pay attention to impart knowledge and ignore to cultivate students, the students will gradually lose interest in learning and motivation, it is difficult to attract students' learning, and students can't go deep into the inner world, so the effect is not ideal.

3.2 Teaching content deviates from social reality. Under the background of the situation of social development, the deepening of reform and opening up, various problems in the construction of new socialist country, such as the gap between rich and poor, corruption and bribery, learning pressure, but also has some problems, such as students' inner confused, and there will be a psychological problem, it is need to strengthen moral education for college students. At present, some educational content is difficult to adapt to the trend of social development, unable to advance with the Times, and has not been deeply analyzed and explored, resulting in teaching content deviating from the social reality. Often, the exploration of education stays in the form, which is difficult to play a good role in moral education.

3.3 Lack of innovation in teaching methods. The current teaching methods of moral education in colleges and universities have not broken through the limitations of traditional teaching concepts and teaching models, but still adopt closed education, lacking pertinence, purpose, science, rationality, innovation and practicability. There are more theoretical knowledge teaching for students, but the communication between teachers and students is insufficient. Students often passively learn and master knowledge, and lack the enthusiasm to raise questions and discuss problems; Theoretical knowledge is taught more than practical application. Often for the social reality of the problem is less, it is difficult for students to exercise, so that students will have visual fatigue, lose the enthusiasm and enthusiasm of learning; for students learning evaluation takes a student to the knowledge of the situation and students' test scores as the main evaluation basis, students' perception of the problem, thinking, analysis, judgment, there is no too much in students' assessment, which reflect the teaching method, lack of innovation affects the teaching efficiency and teaching quality, the improvement of students' learning effect is not significant [4].

4. THE CONCRETE PATH OF INTEGRATING RED GENE INTO MORAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

4.1 Infiltrate red gene into ideological and political education, in order to effectively integrate the red gene into the moral education of colleges and universities in the new era, the red gene should be effectively infiltrated into the education and into the classroom. Ideological and political education in colleges and universities is an important path and way of moral education in colleges and universities. the red gene, as the basis and thought of ideological and political teaching in colleges and universities, is incorporated into the teaching system and effectively implemented in relevant curriculum content [5]. In ideological and political theoretical knowledge teaching, we can organically integrate the content related to red gene with course teaching, or set up elective courses related to red culture according to the specific situation, and also carry out lectures on red culture to assist students to better learn and master the knowledge of red culture. For this, the more important is should rich practice teaching content, expand the teaching way, by guiding organizes the student to visit the memorial red hero, revolutionary martyr cemetery on memorial forefathers
activities, let the student to sublimate their own emotion cognition in the participation experience, improve the ideological level, knowledge should be the organic combination of ideological and political course. Only then can we ensure that the moral education in colleges and universities can be effectively integrated into the red gene and ensure that the moral education is more scientific, standardized and reasonable [6].

4.3 Integrate the red gene into students' daily life. In order to effectively improve the teaching effect of moral education, it is necessary to implement the red gene into students' daily life. Through analysis, it can be seen that the red gene, after being integrated into the moral education platform, plays the role and advantages of modern Internet information technology, which can meet the learning needs of students, meet the actual learning needs of students, and make students more actively accept the red culture education. This is an important channel and method to carry out moral education and infiltrate red gene under the background of the current development situation of the era [8].

5. CONCLUSION

To sum up, the integration of red gene into moral education in colleges and universities in the new era needs the attention and attention of relevant personnel, which is extremely important. First of all, it is necessary to clarify the function of red gene in the moral education of colleges and universities in the new era, including ideological guidance, political education, moral demonstration, spiritual encouragement and cultural transmission. Secondly, it is necessary to clarify the current situation of moral education in colleges and universities, including the monotonous teaching form, the deviation of teaching methods, on this basis to take effective strategy, including infiltration red gene to the political education in the education, into the red to the construction of campus culture, the red gene fusion to the moral education platform, combine the red gene to the students in daily life, thus helps to improve the efficiency of the new age of moral education in colleges and universities and teaching quality, enhance the teaching effect of moral education, promote the deep integration of red gene in the new era of moral education in colleges and universities, effectively play the role of red gene moral education, for the country and society to cultivate high-level, high-quality, meet the needs of the development of the Times to lay a solid foundation, create favorable conditions.

REFERENCES


Study On the Role Of Piano Accompaniment In Chorus

Long Tu
Music Department, Pingdingshan University, Pingdingshan, Henan 467000, China

Abstract: Chorus art is a kind of comprehensive art expression category, which realizes the effective integration of a series of art forms, such as vocal music, instrumental music, conductor and so on. There are many kinds of choral art, and there are many forms of choral accompaniment, among which piano accompaniment is the most widely promoted. This paper first expounds the meaning of piano accompaniment, then discusses the role of piano accompaniment in chorus, and finally puts forward the application strategy of piano accompaniment in chorus art, in order to provide some reference for relevant researchers.

Keywords: Piano Accompaniment; Chorus Art; Effect

1. INTRODUCTION
With the continuous development of modern society, people gradually put forward more and more high-level pursuit of art. Compared with other forms of performing arts, chorus art shows more extensive mass and participation. Therefore, chorus art has been loved by people for a long time, and has become an important research topic in the field of music. Similarly, as a widely used music performing art, piano accompaniment's status in chorus art has been constantly improved with the rapid development of music, and gradually changed from passive to active. [1] People have gradually realized that piano accompaniment plays an important role in the whole chorus. If you want to perform well, you can't do without the mutual cooperation and joint efforts of conductor, piano accompaniment and chorus members. Therefore, this paper will analyze the role of piano accompaniment in chorus and its practical application.

2. OVERVIEW OF PIANO ACCOMPANIMENT
As a kind of music performing art, piano accompaniment has outstanding comprehensiveness, that is, it integrates a series of artistic elements such as piano performance, accompaniment modeling ability, keyboard harmony and so on. In piano accompaniment, the accompanist should skillfully adjust the relationship between harmony, melody, texture and sound type, establish a harmonious voice, further provide effective assistance for solo, duet and chorus, and create a beautiful and harmonious artistic effect. [2] Generally speaking, piano accompaniment can be divided into two forms: positive score accompaniment and impromptu accompaniment. Positive score accompaniment refers to the compilation of piano accommodation score according to the performance needs of the work. the accompanist only needs to rely on the fixed score to accompany; Impromptu accompaniment refers to the accompanist's comprehensive analysis of harmony and form according to the actual performance and stage characteristics. Based on this, it aims to promote the effective combination of sound type and texture, which determines that impromptu accompaniment has significant characteristics of free style and randomness.

3. THE ROLE OF PIANO ACCOMPANIMENT IN CHORUS
3.1 rendering atmosphere
In chorus art, piano accompaniment plays an important role in rendering the atmosphere in two ways: one is in the prelude, interlude and epilogue of the work, and plays a role in rendering the atmosphere of the whole work; the other is that the related fixed accompaniment texture appears in a certain period or the whole chorus work to play the role of rendering the atmosphere. [3] For example, in the work Desert Night, piano accompaniment plays a role in rendering the atmosphere in the prelude, the first, second and fourth interlude, and the final. the second kind of piano accompaniment requires the piano accompanist's finger independence, timbre and strength control ability. For example, in the work I live in the head of the Yangtze River, piano accompaniment through the whole work with a stop six tone, in order to achieve the rendering of the mighty Yangtze River. the piano accompanist, through the interaction between the six continuous notes with a stop in his right hand and the long lines in his left hand, presents the audience with a scene of sometimes calm and sometimes heroic river water.

3.2 image building
There are two types of piano accompaniment: one is the unity of piano voice melody and human voice melody. This kind of piano accompaniment, as a very common form of chorus art, can make the music image in the works more vivid. In the actual interpretation of this kind of piano accompaniment, the piano accompanist should pay attention to control the volume of its melody voice, and avoid affecting the presentation of human voice voice; at the same time, it should appropriately increase the volume of its accompaniment voice, and coordinate with the expressiveness of melody voice. [4] Another is that the piano voice plays a musical image in a certain section or the whole chorus. For example, in the large-scale choral work Sea Sonic created by Zhao Yuanren, the piano, soprano and chorus play three different roles respectively, that is, the piano represents the sea; the soprano plays the girl, and the chorus acts as the spectator. the author uses simple melody, relies on changing the accompaniment texture and expression marks, and the image of the sea and the girl has been deeply shaped, through the refined piano interlude.

3.3 supplementary function
Piano accompaniment, which plays a supplementary role in chorus, mainly refers to the form of polyphony between piano voice and human voice, or the form of piano
follow the conductor’s baton, and effectively complete the in the chorus process, the chorus members should closely ensure the smooth performance of the chorus. First of all, important. Only the coordination and unity of the three can make too much noise and seize the limelight of the chorus. subordinate position. Generally speaking, we should not especially the piano accompaniment should be placed in a always ensure the coordination and unity of the three, each other. Therefore, in the art of chorus, we should pronunciation which plays the role of cohesion and complements the chorus voice. This kind of piano accompaniment is not only the accompaniment voice, but also can play the role of connecting the preceding and the following in specific parts, so that each voice can achieve effective cohesion when the tonality of the work or the music image changes. [5] the third is to take the piano part as the main melody and the chorus part as the accompaniment to complement each other. This kind of piano accompaniment breaks away from the traditional chorus mode of piano accompaniment assisting vocal chorus. the whole work is composed of complete piano voice parts with main melody and accompaniment, and the vocal part is used as the accompaniment part, so that the piano voice can be effectively enriched.

4. THE APPLICATION STRATEGY OF PIANO ACCOMPANIMENT IN CHORUS ART

4.1 coordination and unification of all parties
In the chorus, in order to achieve the perfect interpretation of a work, it requires the organization and coordination of the conductor, piano accompaniment, chorus, stage effect and other parties. Among them, the relationship among the conductor, piano accompaniment and chorus is the most important. Only the coordination and unity of the three can ensure the smooth performance of the chorus. First of all, in the chorus process, the chorus members should closely follow the conductor’s baton, and effectively complete the conductor's command action. Secondly, we should ensure the coordination between chorus voice and piano accompaniment, and let piano accompaniment provide effective assistance for chorus, so as to build the basic subject of chorus performance. Therefore, the conductor, piano accompaniment and chorus are closely related to each other. Therefore, in the art of chorus, we should always ensure the coordination and unity of the three, especially the piano accompaniment should be placed in a subordinate position. Generally speaking, we should not make too much noise and seize the limelight of the chorus. connecting the preceding and the following in chorus In stage performance, choral art consists of three parts: opening, middle and ending, while piano accompaniment consists of three parts: Prelude, interlude and epilogue. Therefore, piano accompaniment and choral art have a strong unity in stage presentation, in order to improve the stage effect of chorus art. To improve the stage performance of piano accompaniment is a particularly important way. In view of this, before providing piano accompaniment for chorus art, piano accompanist should deeply understand the background and connotation of the work, ensure that the piano accompaniment can be consistent with the spiritual connotation of the chorus work, and the piano accompaniment can realize the effective connection with each part of the chorus, and further play a connecting role in chorus.

4.3 combining with chorus to stimulate emotional resonance
In the chorus, every member of the chorus should try his best to put in his true emotion, so as to enhance the stage appeal of the chorus performance. Therefore, it is particularly important to find effective means to help the chorus quickly enter the state and realize the integration of emotion and vocal music. Therefore, the introduction of piano accompaniment in the prelude of the chorus, with the help of melodious melody or impassioned melody, can effectively let the chorus members quickly enter the emotional world of music, so that the chorus's emotion can be burst out. So, the chorus's emotion can be integrated with the piano accompaniment, and further stimulate emotional resonance on the stage.

5. CONCLUSION
In a word, piano accompaniment can play a series of important roles in chorus. It can effectively improve the overall performance effect of stage art by rendering the atmosphere, shaping the image and supplementing. In order to effectively play these roles of piano accompaniment in chorus, it is necessary to have a deep understanding of the role of piano accompaniment in chorus and the appropriate forms of expression, so that piano accompaniment, conductor and chorus can perform more and better works together.

REFERENCES
Labor Education In Colleges And Universities In the New Era Exploration And Practice Of Quantitative Path Of Effectiveness Based On Student Community Form

Chaoyi Deng, Jiajun Fang, Hongtian Zhong, Dechang Guo
Southwest Petroleum University, Chengdu, Sichuan 610000, China

Abstract: Labor education directly determines the students' future labor spirit, labor value orientation and labor skill level, and has an important basic educational position in the comprehensive development of people. In addition to imparting basic knowledge and practical skills, college curriculum education should also organize labor education and penetrate labor consciousness. As an important student group in colleges and universities, student associations have high labor education endowment. Therefore, according to the development mode of college student associations, we can integrate the concept of labor education and take various measures to promote the integration of college student associations and labor education, so as to help college students clarify their labor consciousness and establish a correct concept of labor. Guide students to enhance their sense of responsibility and improve their quality. Finally, to achieve the goal of moral, intellectual, physical and aesthetic education, effectively improve the overall quality of college students, and promote the comprehensive development of students.

Keywords: Labor Education; College Associations; Value Connotation And Path Exploration

1. INTRODUCTION

As Suhomlinski once pointed out: ‘A person's harmonious and all-round development, education, spiritual richness, moral purity— all this, only when he not only in intellectual, moral, aesthetic and sports literacy, but also in the labor literacy, labor creation literacy to reach a higher stage.’ [2] The comprehensive development of moral, intellectual, physical, aesthetic and labor is the basic quality of a person, so labor education is of great significance to college education. It is not only a necessary link to carry out quality education in universities, but also an important way to implement the educational goal of cultivating high-quality talents. At present, social productivity has been greatly improved, and people's living standards have also been greatly improved. These changes have led to a new situation in labor education, namely, the renewal of labor concept and labor content. These changes have a significant impact on college students' view of labor and values. College student associations are one of the platforms for labor education in colleges and universities. With the basic task of promoting the comprehensive development of college students' moral, intellectual, physical, aesthetic and labor, it should become the focus of attention in the study of the carrier of labor education in colleges and universities.

2. TRACING: BEFORE AND AFTER THE STUDY OF LABOUR EDUCATION

2.1 Research background

From a historical perspective, labor education has been practiced in different forms for a long time, but it has not been developed scientifically. For example, the extensive development of productive labor by students has impacted the normal teaching order of the school. This phenomenon of alienation into labor reform has not accurately grasped the actual connotation and significance of labor in essence. This is the opposite of labor education and knowledge education.

From a realistic perspective, the background and social environment of the new era have made colleges and universities a new starting point for labor education. Youth is the golden period of life development, need to cultivate carefully to compose the song of youth struggle. In this context, how to carry out the labor education in the new era and realize the fundamental task of moral education in colleges and universities is worthy of further study.

2.2 Research significance

In theory, it helps to promote the profound understanding of the connotation of labor education in colleges and universities, and explore the new connotation, new requirements, new changes and new development of labor education. To make the study of labor education in colleges and universities in the new era more rich and systematic. In practice, it helps to enhance the effectiveness of college students' labor education. Therefore, in the new era, we should strengthen the cultivation of college students' labor skills, labor habits and labor values, guide college students to understand themselves in labor, and form a good quality of loving labor, so as to promote the comprehensive development of college students' body and mind, and build the cornerstone of college students' success.

2.3 Research methods

This paper mainly adopts the research methods: literature research method, questionnaire method, theory and practice unified method.

Literature research method. Literature research is the research foundation of this paper. Through access to databases, network surveys and other methods, the paper...
collects documents, journals, and academic papers about labor education, summarizes and sorts out these data, systematically understands the existing theoretical results, and forms a scientific cognition of labor education in colleges and universities and college associations in the new era.

Questionnaire method. On the basis of theoretical research, this paper collects relevant data by issuing questionnaires online. Strive to objective and true feedback, and finally analyze and process the survey data to provide information for the further work of labor education in colleges and universities.

The unification of theory and practice. Theory is the cognitive achievement that people use rational thinking to highly abstract and describe life phenomena. It originates from life practice and can also guide specific practice. The research method of adhering to the unity of theory and practice is to combine closely with the reality of the development of the era of labor education, respond to the practical problems such as the weakening of labor education in schools, the softening of labor education in families and the weakening of labor education in society in the new era, actively explore the labor education mode with university characteristics, pay attention to the effectiveness of education, realize the unity of knowledge and practice, better deepen the understanding of the law of labor education and solve the dilemma in the reality of labor education, and effectively enhance the actual effect of labor education.

3. The Characteristics of the Times of Labor Education

3.1 The concept of labor education

The phrase "labor education" consists of two words "labor" and "education". The former stipulates the way of labor, while the latter stipulates the purpose of education. In essence, labor and education are integrated. Education activity itself is a kind of labor.

Labor has promoted social and economic development, created rich material and spiritual products, and thus provided material guarantee and realistic basis for people's all-round development. Labor in the perspective of pedagogy is the only way and fundamental means of educating people. Through labor, people can comprehensively exercise and develop all aspects of intelligence and physical ability, so that people can improve and improve their ideas, moral cultivation, will quality and behavior habits.

3.2 The Characteristics of the Times of Labor Education

3.2.1 Practicality

As a way of educating people, the most essential feature of labor education is the practicality of educational subjects in the labor process. Different from the traditional theoretical study, labor education, as an important way to cultivate college students' innovative practice ability, organizes students to participate in productive labor with purpose, plan and organization, and lets students accept exercise.

3.2.2 Directionality

"Guide' means to guide a person or thing in a certain direction. Labor education in colleges and universities in the new era has strong purpose and orientation. Its fundamental purpose is to promote the comprehensive development of college students. Specifically, on the one hand, we should establish correct labor values and form a social atmosphere of respecting labor and loving labor. Promote college students to form the most glorious labor, the most noble labor, the greatest labor, the most beautiful labor values, master labor knowledge and skills, shape labor morality, and ultimately achieve the goal of labor education. On the other hand, the orientation of labor education also includes guidance for specific work. The top-level design and layout of the work of labor education are the basic tasks for colleges and universities to achieve moral education.

3.3 The core requirements of labor education

3.3.1 Adapt to the rapid development of social productivity

Standing in a new historical position, the new era needs to liberate and develop productive forces through solid labor to meet people's growing needs for a better life. Labor education is to cultivate workers with correct labor values and upward labor spirit in the new era. Their moral quality, labor skills and attitudes can directly affect the level of material productivity. High-quality workers have the innovation ability to change the old production relations and can establish new production relations so as to continuously liberate and develop productivity.

3.3.2 Comprehensive development of moral, intellectual, physical, aesthetic and labour

The new era puts forward labor education, which is not only to adapt to the social requirements of the rapid development of productivity, but also to meet the individual requirements of the comprehensive development of moral, intellectual, physical, aesthetic and labor of workers. Under the premise of rich material, social harmony and good life, people naturally pay more and more attention to their own development situation, thus, since entering the new era, people have put forward new requirements for their own development. Only the combination of morality and talent and the mutual improvement of morality and talent are the essentials of comprehensive development. The various elements of moral, intellectual, physical and aesthetic labor interact and promote each other. For example, labor has the comprehensive educational function of cultivating morality, increasing intelligence, educating beauty, strengthening physique and assigning value, which can promote the development of other elements.

4. GUIDANCE: THE EXPLORATION OF THE NATURE OF COLLEGE ASSOCIATIONS IN THE NEW ERA

'Smoke and clear cliffs, jade in the stream and grass does not die'. With the vigorous development of student associations, campus culture and university spirit have...
become the sources of higher education and the core driving force for cultivating new talents who dare to innovate and think agilely. In the era of shortage of comprehensive talents, colleges and universities are trying to strengthen labor ideological education, and create a good educational environment for cultivating talents with correct labor concepts and mastering labor skills. Societies are a group of students in every university, which can show the spirit of contemporary college students. Through associations, students can have the opportunity to participate in many practical activities, so that the ability can be exercised. Community activities gradually prevail among students, which plays a great role in promoting the labor education of college students. Educators can combine community activities and labor education to improve the efficiency of labor education.

4.1 The connotation of university associations
College student associations are a group of students with the same interests and similar values. They are established on a voluntary basis, which mainly meet the psychological needs of the members of the associations at a higher level, such as social needs, respect needs and self-realization needs. The foundation of college student associations determines the characteristics of college community culture. After a long time of exploration and practice, college students'community culture has formed a set of ideological and material forms recognized by all members of the community, with value concept as the core of community activities, community management system and community image. The content of college student community culture can standardize the behavior habits of community members, highlight the spiritual outlook of the community, highlight the characteristics of the community different from other associations, and enhance the sense of belonging and mission of community members.

4.2 Characteristics of college associations
4.2.1 High degree of identity
The very clear initial intention of the establishment of college student associations determines that the motivation of students to join the associations is highly consistent. On the basis of voluntary, community members hope to realize their own value through behavior and interaction with community activities, and promote the healthy development of the community. Secondly, the subject and object are highly unified. The members of college student associations are both the creators and recipients of community culture. In the process of community activities, community members continue to promote the development and improvement of community culture, community culture affects the values of community members. Finally, the dynamic unification of absorption and propagation. The formation and development of the culture of college student associations need to accumulate and precipitate for a long time, actively absorb the essence of the local social culture and campus culture, and ultimately form a relatively stable community culture that is compatible with it. At the same time, community culture plays a role of communication and radiation, and enriches the content of campus culture and social culture.

4.2.2 High impact
In the practice of operating projects, professional associations with project operation as the core stimulate students'awareness of innovation and entrepreneurship, cultivate incubation projects and research topics of innovation and entrepreneurship. These results guide students to actively participate in innovation and entrepreneurship competition, college students'innovation and entrepreneurship training plan, challenge cup and other major events. The training of the competition lets students further think about 'How can I do well', stimulates the cultivation of students'labor spirit, strives for perfection, forges the spirit of craftsman, and becomes the future industry elite.

4.3 The functional endowment of labor education in university community
4.3.1 Intrinsic educational function of intellectual labour
Compared with the dominant educational carriers such as traditional books and classrooms, college student associations are a more invisible carrier of labor education. Growing up in the rich material and cultural life, the post-00s are not close to the traditional preaching and authoritative indoctrination education. Instead, the pursuit of personal values, including personal subjective feelings and sense of existence, is more favored by young people in the new era. They often carry out situational professional experience characterized by "interest" and "initiative" to narrow the distance between members. In cultural activities without a sense of distance, the effect of labor education without teaching is achieved.

4.3.2 Connotation of Daily Labor Education Function in Community Organization Construction
The construction structure of college students'community organization includes two basic contents: community constitution and organizational framework. The articles of association is the institutional foundation of the organizational construction structure. The organizational framework is the specific operation form of the organization formed under the regulation of institutional constraints, and is the main content of the organizational construction structure. The organizational construction structure reflects the high affinity and collaboration of student associations. On the one hand, compared with administrative classes and league branches in colleges and universities, student associations based on common interests and hobbies are often more likely to obtain college students'organizational identity and sense of belonging, and become their second home after entering colleges and universities. At the same time, this kind of self-education, self-service organization construction structure gives college students a certain degree of dominance and freedom, cultivate their sense of ownership of student associations, in the process of participating in community activities into passive to active, such as consciously cleaning community site health, maintaining community daily materials, balance learning and extracurricular life, consolidate the basic skills of...
labor and independent ability to deal with various life affairs. On the other hand, the organizational framework of student associations meets the needs of college students for differentiated labor and division of labor. The members of the community are divided into literature and history, science, engineering, agriculture and medicine, excellent grades, urban and rural students, and rich and poor families. Under the influence of comprehensive factors, they have different labor abilities. Association members choose to join the internal department of a student association combined with individual labor differences. When organizing planning activities, they carry out targeted labor combined with departmental responsibilities, and carry out labor division and cooperation with other members of the department.

4.3.3 The Educational Function of Service Labor in the Spiritual Culture of Associations
The spiritual culture of college student associations is a spiritual resonance that has been generally recognized by members of associations for a long time on the basis of historical evolution and practice under the influence of comprehensive factors such as school history, campus cultural atmosphere and community brand characteristics. It is an important hidden field for universities to carry out service labor education. As a member of colleges and universities, the value pursuit of student associations is consistent with the school tradition and school motto. It has a strong sense of love and social responsibility of "School honor and self honor." It is the builders and servers to promote the formation of campus culture advocating labor, and provides cohesion and centripetal force for service labor education in colleges and universities. Therefore, carrying out labor education with student associations as the carrier is more in line with the acceptance habits and psychology of young college students, and it is easier to win the value identity of college students in carrying out labor education, guide them to strengthen public service consciousness and participate in service labor through voluntary public welfare projects.

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The Dynamic Capabilities Of Multinational Enterprises

Yunxin Wu
School Of Social & Political Sciences, The University Of Glasgow, City Of Glasgow, Scotland, The United Kingdom

Abstract: The rapidly changing external environment is one of the major issues facing contemporary firms. Winning and maintaining a competitive advantage has long been a central issue in strategic management (Teece, Pisano and Shuen, 1997). [14] With the increasing trend of global integration and consolidation, the market and industry environments in which companies operate tend to become more complex, dynamic and uncertain, and competition among companies becomes more intense. In this turbulent external environment, the resource-based framework of core competencies is no longer able to support the sustainable competitive advantage of firms, and may even hinder further development. Therefore, once proposed, dynamic capability theory has quickly become a hot research topic in academia. As the latest theory in the field of enterprise strategic management, dynamic capability theory is considered to be the key for enterprises to gain sustainable competitive advantage in business competition. This paper will start with the development of the dynamic capability theory of enterprises, discuss the definition of dynamic capability by different scholars, analyse the interrelationship between dynamic capability and competitive advantage, and illustrate the applicability of dynamic capability to enterprises operating in a globalised economy by citing the business model of Uber.

Keywords: Dynamic Capabilities; Competitive Advantage; Multinational Enterprise Strategy

1. INTRODUCTION
Dynamic capabilities are developed from the Resource-based theory of the firm, which believes the resources and capabilities that a company owns and controls as a source of its sustained competitive advantage must have the so-called "VRIN": valuable, rare, imperfectly imitable and non-substitutable. Prahalad and Hamel (1990) call the theoretical view of the firm's core competencies: applicable, valuable and difficult to imitate. [10]

In an increasingly dynamic environment, the Resource-based theory reached its theoretical bottleneck. In the reality of business competition, some companies continue to maintain a competitive edge in a rapidly changing and unpredictable environment, while others that were once top-notch or even monopolistically dominant are inevitably on the decline. Although resource-based theories have identified the unique, hard-to-replicate resources or core competencies that firms possess as the key to gaining competitive advantage, the core competency theory does not adequately explain why firms dominate in business competition over time (Collis, 1994). [3] the inherent 'rigidity' of core competencies means that they can not provide a long-term, sustainable competitive advantage when the external environment changes (Leonard-Barton, 1993). [8] D’Aveni (1994) even argues that it is simply not possible for firms to gain a sustainable competitive advantage in a dynamic market environment. [4]

Given this background, scholars had combined the theory of corporate capabilities with the theory of dynamic evolution, based on which the concept of dynamic capabilities was developed. Schreyögg and Kliesch-Eberl (2007) pointed out that traditional resource-based theories suffer from the paradoxes of path dependency, structural inertia and psychological commitment. [12] In other words, the competitiveness of companies with superior capabilities is obvious, but it is also this superior capability that prevents large companies from adapting their business strategies quickly to changes in the external business environment because they are stuck in their traditional models. This capability paradox is the fundamental problem that dynamic capabilities are designed to solve.

Teece, Pisano and Shuen (1997) considered dynamic capabilities as a system of capabilities consisting of several key competencies, which they defined from a capabilities perspective as integrating, building and extending, adapting or creating conventional capabilities, a capability that creates capabilities. [16] Some scholars also define dynamic capabilities as processes and practices that can be identified. Eisenhardt and Martin (2000) stated that dynamic capabilities are identifiable and explicit processes and routines. [5] In their view, the dynamic capability is an organisational process or strategic approach whereby firms adapt to or create changes in the marketplace by acquiring, releasing, integrating or reorganising their resources, or continuously updating their resource allocation to respond to the needs of an unstable environment under a strategic practice. A stable collective pattern of activity enables firms to improve their effectiveness by systematically
creating or adapting operational rules. Of course, dynamic capabilities can also be defined as a set of everyday organisational processes that guide the construction of a firm's resources and internalise operational practices (Zott, 2002). [18] The interrelationship between dynamic capabilities and a company's competitive advantage is complex, and dynamic capabilities do not make a company a one-off. Simply put, dynamic capabilities do not guarantee that a company will gain a competitive advantage in business competition. Eisenhardt and Martin (2000) had questioned whether dynamic capabilities can bring a competitive advantage to a company. According to them, dynamic capabilities, although unique in detail, are common in key characteristics, imitable and substitutable. [5] However, by comparing the similarities and differences between capabilities and dynamic capabilities, Adner and Helfat (2003) argue that capabilities are valuable, unique and difficult to imitate, and are a source of competitive advantage. [1] Dynamic capabilities, on the other hand, are more scarce, unique, heterogeneous and therefore non-substitutable, and are a source of sustained competitive advantage for firms in the long run. Whether or not the functionality of dynamic capabilities can be replicated, it is undeniable that strong dynamic capabilities increase a firm's chances of gaining an advantageous position in the face of fierce competition through the continuous adaptation of existing allocated resources. Moliterno and Wiersema (2007), by analysing the ability of firms to unlock assets, verified that dynamic capabilities, as an intangible asset of firms, can positively contribute to their performance and increase their competitive advantage. [9] This also implies that developing dynamic capabilities is an important part of a firm's business. This also implies that the development of dynamic capabilities is a fundamental driver for the sustainable development of multinational enterprises. In particular, as technology continues to advance, a company's ability to innovate becomes a key factor that cannot be ignored, and the development of dynamic capabilities facilitates the evolution of new and emerging technologies. In short, the acquisition of dynamic capabilities greatly enhances a company's ability to integrate resources and innovate and rationalises its organisational processes. Whether or not it can be replaced, dynamic competence is one of the key factors in business competition. Only by developing and improving dynamic capabilities can companies continue to gain numerous temporary competitive advantages and thus achieve sustainable competitive advantages in the long term.

For multinational companies involved in operating in the globalised economy, the increased complexity of international operations can make it more difficult for companies to collect and analyse information at the regulatory and control level. Therefore, the dynamic capabilities of companies are critical in globalised operations. Dynamic capabilities measure the durability of the current business model by monitoring the competitive environment in which the company operates. In a complex global business environment, no company is free from the influence of external business activities and multinational companies must develop a new capability to cope with the changing competitive environment. Therefore, dynamic capabilities are at the heart of a company's business model and innovation capabilities.

In an ever-changing competitive business environment, companies must stay in close contact and communication with their external environment and meet the requirements of their stakeholders through the market search for key resources. Dynamic capabilities play a role in bridging the gap between the company's resources and those of its stakeholders, and a lack of dynamic capabilities will make it difficult for resources to flow freely between the company and its stakeholders. Dynamic capabilities are also, to some extent, the ability of a firm to make quick, high-quality decisions and drive the firm to commit resources to act quickly. The firm's global dynamic capabilities can be seen as the ability to create a combination of resources that is difficult for other firms to imitate (Griffith and Harvey, 2001). [6] Vahline and Ivarsson (2013) argue that the dynamic capabilities of globalised firms can also be defined as the ability to reconfigure the value chain (including internationalisation) and change the coordination system accordingly. [15] In the process of business model innovation, companies are required to respond quickly to environmental changes, overcome inertia in organisational norms through proactive innovation, and actively search for a normative system that is shared by stakeholders to match organisational interests with stakeholder values to create new resource combinations that are difficult to imitate and to establish an open adaptive system (Bowman and Ambrosini, 2003). [2] Corporate business models are a complex set of interdependent practices that are constantly discovering, adapting and adapting to an evolutionary process as the environment changes and the company's capabilities grow. As a leading representative of the new generation of 'sharing economy' business models, Uber is well worth closer examination (Teece, 2018). [13] The key assets of traditional taxi companies are often heavily influenced by geographic location, with customer acquisition primarily through proximity interactions and partnerships and contracts (Schoemaker, Heaton and Teece, 2018). [11] In complete contrast to the business model of traditional taxi companies, Uber has seized the huge opportunities that have accompanied leaps and bounds in information technology, integrating drivers and customers across the globe through software and its powerful data processing system. The corporate strategy of Uber is to focus more on how to enter new markets, as an expansion of existing markets will follow when enough new market share is captured to happen. At the same time, Uber uses technology to establish its authenticity as a car service. GPS location technology not only provides predictive timing for car services, makes it easy for drivers and customers to identify the location of both parties, improves the experience, and circumvents costly and burdensome regulation, thus reducing the costs associated with customers and drivers, but drivers from all walks of
life are also gaining more employment through Uber. It is worth noting that Uber's business model has a positive feedback effect in that it provides a more reasonable car service for customers, especially in areas where intensive car rental services have not been developed and where more and more customers do not consider cars to be a necessity, leading to a rise in reliance on Uber (Teece, 2018). [13] These reflect Uber's superb dynamic capabilities, which have helped Uber become a global leader in car services.

2. CONCLUSION

With the increasing globalisation of the economy, the business environment faced by enterprises is becoming increasingly complex and volatile. The static balance formed in the previous steady-state market environment is constantly being broken and the competitive advantage of enterprises is often unsustainable. Resources and competencies, which are the basis of a company's existence, are often no longer a source of competitive advantage in the face of environmental change and may even become an obstacle to further development. Fierce business competition is forcing companies to re-examine their development strategies and continuously adjust them to ensure that they can continue to gain a competitive advantage in the face of fierce competition. Dynamic capability is a process of matching an organisation's internal resource capabilities to its external environment and is a process of organisational learning. Although dynamic capability does not guarantee success in fierce business competition, it is undeniably an important source of competitive advantage for companies. The business behaviour of a company that constantly adapts to changes in the external business environment and innovates through dynamic capabilities is a key factor in the formation of competitive advantage. Uber's use of advanced technology to integrate its resources and its flexible corporate strategy and business model and its ability to learn across multiple markets has enabled it to outperform traditional taxi companies and others of a similar nature. It is also this remarkable dynamic capability that has made Uber the most successful multinational company in the global car service industry.

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Research On the Application Of Animation In Art Teaching In Primary School

Lingling Yang ¹, Song Chang ²
1. Pingdingshan University, Pingdingshan, Henan 467002, China; 2. Beijing Institute Of Fashion Technology, Beijing 100029, China

Abstract: the shortcomings of the application of animation in primary school art teaching mainly include the application of animation is less and improper selection of animation works. The paper will analysis the causes, such as teachers do not pay attention to the application of animation in art teaching and teachers have insufficient understanding of animation works. Finally, some strategies are put forward to solve the above problems, including: changing teachers' teaching ideas; strengthening teachers' understanding of animation works. I hope these measures can make animation better applied in art teaching of primary school.

Keywords: Animation; Primary School Art; Teaching

1. INTRODUCTION

Animation accompanies us to grow up and is closely related to our life. The impact of animation on all primary school students and even the whole society is immeasurable. In life, it is not difficult to see that animation has a great attraction for every child. Liu Wancen of the Central Institute of Educational Sciences once mentioned that although primary school students do not concentrate more than 45 minutes in the art classroom, they can spend a morning or even longer in their daily life to draw their favorite animation images. [1] Ingenious and reasonable application of animation in primary school art teaching will greatly improve the efficiency of primary school art classroom.

2. DEFICIENCIES IN THE APPLICATION OF ANIMATION IN PRIMARY SCHOOL ART TEACHING

2.1 animation is less used in primary school art classroom

Through the investigation of the problems existing in the "Application of animation in primary school art teaching", [2] we know that most teachers do not apply animation works to primary school art classroom and do not realize its advantages. The traditional teaching form of teachers in primary school art classroom is single, and the application of animation in primary school art teaching is relatively small.

2.2 improper selection of animation works in primary school art classroom

When choosing animation works, some teachers do not make sufficient strategies and understanding in advance, which makes the selection of animation works applied in primary school art classroom inappropriate. The consequence is that the selected animation image can not have a positive impact on primary school students. When choosing animation works, some teachers do not fully understand students' preferences and the trend of the times, resulting in the lack of attraction of the selected animation works to primary school students, and can not give full play to the positive role of animation works in primary school art teaching.

3. ANALYSIS ON THE CAUSES OF PROBLEMS IN THE APPLICATION OF ANIMATION IN PRIMARY SCHOOL ART TEACHING

3.1 teachers do not pay attention to the application of animation in art teaching

In the current art teaching in primary schools, most teachers still believe that it is very inappropriate to apply animation factors to art classes. For the application of animation in primary school art classroom, most teachers' attitude is not positive. Animation is often regarded as an indispensable supplement in primary school art classroom teaching. Some educators have questioned some negative phenomena and problems of animation works and believe that animation is not suitable to be introduced into primary school art classroom. Therefore, in the current primary school art classroom teaching, we do not pay attention to the application of animation in primary school art classroom. Because teachers do not pay attention to the application of animation in the classroom, most art teachers still adopt a single traditional teaching method. Under this teaching mode, teachers are the leaders of teaching activities and the imparters of knowledge, while students are the recipients of knowledge. Teachers blindly instill knowledge into students through the traditional single teaching mode, which has played a leading role of teachers. This teaching mode has been the mainstream mode of school teaching in China for a long time. It is conducive to students' quick understanding of the knowledge in textbooks and teachers' good control of the classroom, but it is not conducive to arouse students' interest in art learning and their enthusiasm in art classroom. [3]

3.2 teachers have insufficient understanding of animation works

The improper selection of animation works applied in primary school art teaching leads to the failure to achieve the expected teaching effect. The improper selection of animation works is due to the lack of understanding of animation works by teachers. Some teachers are not very interested in animation works and are unwilling to understand all kinds of animation works in depth, resulting in that sometimes the animation image applied in primary school art teaching is a villain image, and negative classroom effect. Some teachers' understanding of animation still stays in their childhood, or do not understand the psychological development stage and personality differences of primary school students. [4] They choose animation works related to the classroom
according to their preferences, so that primary school students are not interested in the animation works selected by teachers, resulting in animation works unable to play a positive role in primary school art teaching. Nowadays, animation is no longer exclusive to children and teenagers. Some animation works are only suitable for adults. Teachers do not understand a variety of animation works, which is likely to lead to improper animation works applied in primary school art teaching, which will not only affect the teaching effect, but also affect the pupils' outlooks on world, life and values, resulting in negative effects.

4. APPLICATION STRATEGIES AND METHODS OF ANIMATION IN PRIMARY SCHOOL ART TEACHING

4.1 to change teachers' teaching ideas

In order to meet the requirements of quality education in China, we must be aware of the real defects of the previous traditional primary school art classroom, truly change the traditional single teaching concept of teachers, and truly create an environment and conditions for free expression for primary school students, when we carry out art teaching in primary schools. In Su Haonan's Research on Animation Art Teaching Mode in Basic Education Stage, it is mentioned that: "With the attention and support of the state for the animation industry and the efforts of many animation people in recent years, animation culture has made great progress and development in China. As a unique and dynamic cultural industry, animation art can not only create considerable economic benefits, but also a rare high-quality educational medium. " [5] Animation gradually covers all aspects of people's life, and primary school students are more and more interested in animation. The application of animation in primary school art classroom teaching is an important reform measure. The application of animation in primary school art teaching is conducive to improve the basic art literacy of primary school students, cultivate the noble aesthetic sentiment of primary school students, help primary school students find beauty, recognize beauty, separate beauty and create beauty in life, and then promote the all-round development of primary school students.

The application of animation in primary school art classroom teaching can not only enrich students' in class and extracurricular life and meet their spiritual outlook, but also promote the truth, goodness and beauty of human nature and broaden their vision of social history and reality. In Zhang Yu's Research on Animation Image and Its Impact on Art Education in Primary Schools, it is said: "Animation image is culturally representative and has a positive impact on art education in primary schools. When teachers carry out teaching art education, if they can take animation image as the carrier, integrate into traditional culture, integrate Chinese education and art education, and realize interdisciplinary teaching, it will be of great help to comprehensively cultivate primary school students. This requires teachers to have a strong concept of animation thinking, be fully aware of the role of animation image, and be basic. Therefore, when training primary school art teachers, college teachers pay attention to cultivating professional talents' animation image thinking, cultivating professional talents' subject infiltration thinking, and promoting the formation and development of social ideas. " [6] Everything has advantages and disadvantages. In order to make primary school students deeply affected by animation, primary school art teachers should help students screen animation works with positive significance in advance to ensure the physical and mental health development of students. Animation is conducive to cultivating pupils' rich imagination and careful observation, painting skills and aesthetic consciousness, teamwork spirit and communication ability. Excellent cartoon characters will also have a positive impact on the character of teenagers and children.

4.2 to strengthen teachers' understanding of animation works

Teachers should understand the basic attitude of most primary school students towards animation, recognize the differences between different primary school students' painting skills, establish the teaching objectives and teaching forms of primary school art classroom, and choose the correct animation works suitable for primary students of different ages. When choosing animation works, teachers should objectively examine animation works from the perspective of primary school students, take their essence and discard their dross, and have a comprehensive, in-depth and thorough understanding of various animation works.

5. CONCLUSION

In the primary school art class, teachers should communicate and discuss with primary school students with an equal and gentle attitude, understand the inner world of primary school students, especially the types of animation works loved by primary school students, and shorten the distance between teachers and students. Teachers should contact more and watch more animation works in their work, study and life, and take the initiative to understand the preferences of primary school students. Through animation works, we can combine primary school students with art classroom to better carry out art classroom teaching.

When popularizing the application of animation in primary school art teaching, we should first change most teachers' prejudice against animation, and then advocate teachers to actively understand animation works and get close to students' inner world. We can also exchange excellent animation works among teachers, and improve the learning interest of primary students and the effect of primary school art classroom by applying excellent animation works in primary school art teaching.

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Big Data Technology And Enterprise Financial Decision-Making: From Application To Integration

Yexuan Yang
School Of Management, Lanzhou University, Lanzhou, Gansu 730100, China

Abstract: the rapid development of enterprises depends on accurate financial decision-making. the acquisition and analysis of data greatly affect the quality and efficiency of enterprise financial decision. In the era of big data, enterprises should take big data technology as a decision-making tool, gradually promote it from preliminary application to full integration with the enterprise's finance, so as to comprehensively obtain data information and make more accurate financial decisions, and to achieve the goal of occupying the market in advance and promoting the stable development of enterprises. This paper combs and summarizes the integration strategy of big data technology in enterprise financial decision-making, so as to provide some reference for enterprises.

Keywords: Big Data Technology; Enterprise Financial Decision-Making; Application Advantages; Integration Strategy;

1. INTRODUCTION
Big data technology is a data set characterized by large capacity, various types, fast access speed and high application value. At present, it has rapidly entered a new generation of information technology and service format. Big data technology can be fully integrated with various fields, so as to promote the all-round development of different industries, ensure the transformation of enterprises towards sustainable development, and then promote the development of the national economy. Therefore, the integration of financial decision-making and big data technology, spanning simple financial data, mining the correlation behind financial and non-financial data, and accurate financial analysis and decision-making with scientific methods have become the key for enterprises to obtain competitive advantage in the fierce market competition.

2. ADVANTAGES OF APPLYING BIG DATA TECHNOLOGY FOR FINANCIAL DECISION-MAKING
2.1 reducing the degree of market information asymmetry
Under the analysis system of information asymmetry theory, there is a wide range of information asymmetry among the subjects of economic activities, which leads to the widespread existence of adverse selection and moral hazard in the market. However, big data and the information it contains cover almost all aspects of economic activities; for every aspect of economic activities, there may be a large amount of data and information that exceeds the necessary description, which can greatly weaken the existence basis of information asymmetry. In addition, big data can reflect the same economic activity from different aspects. Even if the directly related information is asymmetric, enterprises can also analyze economic activities from the side related data in the process of financial decision-making, which reduces the degree of information asymmetry in disguise. the "data explosion" under the digital economy has greatly compressed the scope of information asymmetry, effectively reduced the degree of information asymmetry of the whole market, and then fully alleviated the limited role of information asymmetry factors on enterprise financial decision-making, so that enterprise financial decision-making can more effectively achieve the goal of maximizing enterprise value.

2.2 it strengthens the evaluability of enterprise financial decision-making
In the big data environment, the economic activities carried out jointly by enterprises and other subjects in the market may be described and reflected by the data, so the enterprise's financial decision-making has a certain probability in the implementation process and after the implementation, and can obtain sufficient and time-effective relevant data from the inside and outside of the enterprise to carry out the implementation and post implementation evaluation of financial decision-making. It can improve the efficiency and effect of financial decision-making. From the main characteristics of big data, the probability of enterprises obtaining real-time, relevant and diverse evaluation data is increasing. It means that the data environment provides an increasingly sufficient data basis for such evaluation, improves the previous problems of lack of relevant evaluation data and lack of timeliness and diversity, and strengthens the evaluability of enterprise financial decision-making from the basic level of relevant data.

3. STRATEGY OF INTEGRATING BIG DATA TECHNOLOGY INTO ENTERPRISE FINANCIAL DECISION-MAKING
3.1 to build an information system to improve the ability of enterprise data value
First of all, enterprises need to establish a perfect financial information system internally to provide the most powerful guarantee for financial information. Secondly, enterprises need to build relevant information platform, which contains not only software, but also hardware support. Specifically, enterprises should establish software systems that meet the needs of financial decision-making and data application, including specialized data software such as data mining software, data processing...
software and data analysis software, as well as financial decision support system, intelligent financial decision-making system and other software systems. In addition, the enterprise should improve the hardware facilities and supporting facilities related to data acquisition, storage, processing and analysis. For example, enterprises can establish a server suitable for the enterprise's data storage capacity, or establish a network infrastructure matching the enterprise's data flow, configuring computers that meet the performance requirements of enterprise data processing and analysis, power system and cooling system necessary for supporting data application, etc. Thus, enterprises can accurately collect, analyze and mine financial data, so as to obtain undistorted and highly integrated financial decision-making data. In addition, enterprises can also build and share data projects with partners such as universities, scientific research institutes and other enterprises, and make use of the comparative advantages of other partners to effectively improve the data value ability of enterprises.

3.2 to establish data security system and improve data security level
In order to protect their own interests from being infringed by data security problems, enterprises must take effective measures to improve data security to a certain level in financial decision-making activities. Enterprises should make use of the advantages of big data to implement comprehensive supervision, and establish and improve a more targeted financial decision-making data security system based on the existing information security and confidentiality regulations, so as to ensure the overall effectiveness of the financial information mechanism. By observing the basic flow process of data, enterprises can identify the risk points where data leakage may occur in financial decision-making activities, strengthen control over the data flow of risk points, and improve the level of data security; Through the establishment of reward and punishment system, training system and data management system related to data security, a complete data security system is formed.

3.3 to build a big data sharing platform to promote dynamic financial decision-making
Facing the dynamic characteristics of data in the information age, we must first strengthen the decision-makers' understanding of big data. Only by facing up to this change can decision-makers obtain the information they want from the data, so as to prevent risks and make reasonable decisions. Secondly, we should establish an effective decision-making process in combination with the enterprise's own situation, and make the decision-making process unobstructed and the value data flow through it by giving full play to the characteristics of big data technology. However, in reality, because many data are distributed in different departments or systems of the enterprise, there are many isolated islands on the complete business chain, and there are great obstacles to the flow, sharing and feedback of information. Driven by the technology of big data, financial data can no longer be isolated, but should fully reflect the business information behind the numbers and reflect the business idea of industry finance linkage. Specifically, the enterprise needs to reflect the core elements affecting the development of enterprise business activities through data analysis from the perspective of finance; it also should be able to trace the financial performance from the business data, and point out the way and degree of the impact of business changes on financial indicators and capital demand, so as to realize the virtuous cycle and interaction between the enterprise's finance and business. Therefore, when the financial strength of the enterprise allows, we should develop financial sharing platforms such as big data sharing and processing platform suitable for the enterprise as soon as possible, to realize the integration of industry and finance and promote the dynamic financial decision-making at the same time.

3.4 to enhance the professional quality of financial managers
For the quality of enterprise financial management, implementation efficiency and other factors, the strength of the professional quality of financial management staff is directly related to the degree of business development. If the professional quality, professional ethics and sense of responsibility of financial personnel are not high. It will reduce the comprehensive ability level of the enterprise and even hinder the enterprise from solving the financial data analysis. Most decision-makers of financial enterprises lack strong support in the face of relevant data, which affects the stable development of financial enterprises. Therefore, focusing on the era background of big data, enterprises should train and re educate decision-making managers and financial managers at different levels from the perspective of new information technology, so that enterprises have more compound talents who understand both decision-making management and information technology. At the same time, enterprise should do a good job in the introduction of relevant talents, ensure the talent reserve of enterprises, build a comprehensive talent team, and lay a solid foundation for the transformation of enterprise financial decision-making under the background of big data.

4. Conclusion
In the actual financial decision-making and related activities, enterprises should fully combine their own situation, take cost-effectiveness as the basic principle, improve the ability of data value, improve the level of data security, promote the dynamic of financial decision-making and strengthen the training of comprehensive talents. It aims to improve the efficiency and effect of financial decision-making and play a positive role in realizing the healthy and stable development of enterprises.

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Construction Of Intangible Cultural Heritage Education And Curriculum System In Colleges And Universities

Chunnan Cao
Qiongtai Normal University, Haikou, Hainan, China

Abstract: With the wide development of the combination of culture and education nationwide, intangible cultural heritage has been paid more attention by colleges and universities. On the one hand, the quality of intangible cultural heritage education in colleges and universities affects its transmission and inheritance, on the other hand, it also affects college students' confidence and identification with traditional culture. Therefore, colleges and universities need to build a perfect educational inheritance and curriculum system of intangible cultural heritage, and truly undertake the important mission of cultural inheritance and innovation of colleges and universities.

Key words: Intangible Cultural Heritage; Colleges And Universities; Curriculum System

1. INTRODUCTION

In the 5,000-year history of our country civilization, many fine traditional cultures have been bred, among which intangible cultural heritage is the "treasure" and important spiritual wealth of the people of all ethnic groups. The Party and the state have always attached great importance to the protection and inheritance of the excellent Traditional our country culture. In a series of decisions and arrangements, it has been clearly proposed that the inheritance and innovation of the excellent Traditional our country culture should be an important responsibility of the whole society, and schools should shoulder the responsibility of inheriting and developing the excellent Traditional our country culture [1]. In recent years, in the context of national cultural revitalization, intangible cultural heritage has gradually penetrated into colleges and universities. However, from the actual situation, many colleges and universities only carry out intangible cultural heritage as part of campus activities, without a deep awareness of the impact and combination of culture and education, and do not implement the inheritance of intangible cultural heritage education from the perspective of the mission of college education. Therefore, in the context of the new era, high efficiency should correctly recognize the practical significance of the inheritance of intangible cultural heritage education, effectively build the inheritance and curriculum system of intangible cultural heritage education, give play to the advantages of university education to promote the dissemination and protection of intangible cultural heritage, enhance the cultural literacy of college students, and enhance cultural confidence.

2. VIGOROUSLY BUILD INTANGIBLE AND MATERIALIZED HERITAGE EDUCATION AND INHERITANCE BASES

2.1. Intangible cultural heritage education and inheritance base is an important carrier of the dissemination and inheritance of intangible culture, and also the main front to carry forward the excellent traditional our country culture [2]. Colleges and universities need to give full play to their own advantages in production, education and research, according to their own actual conditions and conditions, combined with the characteristics of running schools, to strengthen the construction of intangible cultural heritage education base. First of all, to educate people as the fundamental goal, accelerate the comprehensive development of intangible cultural heritage education and inheritance. Colleges and universities should be aware of their own in the inheritance and innovation of traditional culture must shoulder the important responsibility and mission, base on intangible cultural heritage education inheritance as the carrier, to education and publicity of intangible cultural heritage, constantly school teachers and students to the identity of the intangible cultural heritage, produce emotional resonance, set up the good cultural confidence. Secondly, colleges and universities need to make reasonable use of their own scientific research advantages and strength, with the help of the university's multi-disciplinary and professional advantages, in-depth research on various intangible cultural heritage, and gradually form a long-term intangible cultural heritage research mechanism. Finally, colleges and universities should fully highlight their own cultural advantages and carry out rich and colorful cultural practice activities, cultural exchange performances, publicity and education of intangible cultural heritage, and special activities of intangible cultural heritage based on intangible cultural heritage education and inheritance base.

2.2. At the same time, colleges and universities need to effectively connect with the aesthetic education of local primary and secondary schools and the actual needs of community cultural construction, further expand the inheritance mechanism of intangible cultural heritage, and further promote the dissemination of intangible cultural heritage.

3. CULTIVATE INNOVATIVE AND ENTREPRENEURIAL INTANGIBLE CULTURAL HERITAGE COMMUNITIES

3.1. Carrying out intangible cultural heritage education in colleges and universities is an important way to carry out
cultural heritage. Schools occupy a dominant position in colleges and universities, so the inheritance of intangible cultural heritage education in colleges and universities needs to be student-centered and promote the inheritance of intangible cultural heritage with the help of various student associations. System of colleges and universities should be in accordance with relevant state documents and, in combination with the practical situation of schools, actively encourage, support and cultivate innovative entrepreneurial class non-matter cultural heritage society, gradually build up the non-material cultural heritage cultural inheritance, give full play to the life space of the intangible cultural heritage [3].

3.2. Community first, the construction of strong schools, based on the construction of innovative entrepreneurial class non-matter cultural heritage community give enough in the process of policy, system and funds, places and so on support, continue to expand the scale of the community and the strength, play the club influence in student community, to ensure that the community health, science and sustainable development. Relying on the subjective initiative of mobilizing students to participate in the educational inheritance of intangible cultural heritage, the association has become an important force for spreading and carrying forward traditional culture, enabling college students to properly use the content of intangible cultural heritage to master traditional cultural knowledge, explore employment and entrepreneurship channels, and become direct beneficiaries of the association. Second, colleges and universities should actively promote innovative and entrepreneurial intangible cultural heritage communities to feed back the educational inheritance of intangible cultural heritage, drive the construction of intangible cultural heritage with the help of well-developed communities or socially-oriented cultural projects of communities, and further expand the forms of inheritance of intangible cultural heritage.

3.3. At the same time, the successful cases will be publicized as typical, and the cultural consciousness and cultural confidence of college students will be constantly improved through the appearance of statements, so as to further enhance the power of inheritance of intangible cultural heritage in colleges and universities. Through this community model, college students can fully stimulate their interest in the inheritance of intangible cultural heritage, actively participate in the education of intangible cultural heritage, imperceptible inheritance of intangible cultural heritage, and form cultural identity.

4. CONSTRUCT COURSES RELATED TO INTANGIBLE CULTURAL HERITAGE

4.1. The full integration of intangible cultural heritage inheritance and college education requires the development and innovation of the existing curriculum content, continuous improvement of teaching methods, and full play of the advantages of college education resources. On the one hand, theoretical education such as basic knowledge and professional knowledge should be done well, and on the other hand, practical training and transformation and application of theoretical knowledge should be strengthened. First, student-centered curriculum development, rational application of diversified methods, such as basic knowledge, theoretical books, multimedia resources, effectively enhance students’ perception of intangible cultural heritage.

4.2. At the same time, we will actively carry out practical exercise activities such as entering the campus of intangible cultural heritage to provide students with practical opportunities and deepen their experience and feelings of intangible cultural heritage. Second, colleges and universities should maximize the use of school teaching resources and teaching platforms, build a curriculum system of intangible cultural heritage, reasonably integrate multi-disciplinary and different professional knowledge, including ethnology, history, tourism aesthetics, etc., and promote the research and development of curriculum content. the content of intangible cultural heritage is reasonably selected based on the characteristics of the school, and the curriculum content is continuously improved to build a complete related curriculum system covering general courses, professional courses and elective courses.

5. CONCLUSION

To sum up, our country has rich and colorful intangible cultural heritage resources and occupies an important position in the excellent traditional our country culture. In recent years, the protection of cultural heritage is gradually rising, and the inheritance of intangible cultural heritage education in colleges and universities has become the focus of attention. For colleges and universities, therefore, need to be guided by the culture and education combined, to explore cultural and educational integrated model of education, vigorously construction of non-material materialized heritage base education, fostering innovative entrepreneurial class intangible community, set up courses, the intangible cultural heritage actively construct non-material cultural heritage education inheritance and curriculum system, promote the our country traditional excellent culture of the inheritance and development.

REFERENCE


Innovation Of College Mathematics Teaching Mode Supported By New Media

Zhenhua Cao
College Of Mathematics And Statistics, Jiangxi Normal University, Nanchang, Jiangxi, China

Abstract: With the continuous progress of society, people's living standards have been improved, ushered in the new media era. Under the influence of new media background, college mathematics teaching has started innovative teaching mode, changing the traditional teaching mode, using multimedia teaching mode for mathematics teaching. This paper mainly discusses and studies the innovative university mathematics teaching mode supported by new media.

Key words: New Media; College Mathematics Teaching; Innovation

1. INTRODUCTION
With the continuous development of society, our country's educational development has made some progress, the integration of multimedia and teaching, to achieve innovative teaching mode. At present, multimedia teaching mode has been fully integrated into the university campus. In order to make effective use of multimedia in college mathematics teaching, teachers and schools need to constantly innovate teaching models, make full use of multimedia technology in mathematics teaching, and improve the quality of college mathematics classroom.

2. FIRST, THE IMPORTANCE OF NEW MEDIA TEACHING
2.1. Making full use of multimedia in college mathematics teaching can guide students' independent learning ability and cultivate their learning subjectivity, creativity and enthusiasm.

Compared with the traditional teaching mode, multimedia teaching mode is full of novelty and can fully stimulate students' curiosity, desire for exploration and thirst for knowledge. In the context of new media, teachers can also use WeChat, QQ and other software to communicate with students outside the classroom, and even release learning videos or learning methods, so that students can learn in their spare time and realize the cultivation of students' independent learning ability, the integration of new media and teaching can realize students' learning in a variety of environments, achieve the effect of cultivating students' learning initiative, and improve the quality of college mathematics teaching [1].

In universities, the traditional mathematics teaching mode is often based on teachers' oral explanation of theoretical knowledge and abstract knowledge for teaching, so students are not easy to understand and cannot follow the pace of teachers to learn mathematics.

2.2. In the context of new media, teachers use new media technology for mathematics teaching, not only can the past abstract theoretical knowledge into the present teaching PPT slides, can let students more intuitive understanding and viewing of abstract knowledge, making students easier to understand mathematical knowledge; In the classroom teachers can also carry out extracurricular extension of mathematical knowledge, so that students can master more knowledge through classroom learning. Therefore, the new media teaching mode can make students more relaxed and easier to complete the study of mathematics, and improve the quality of college mathematics teaching.

3. SECOND, THE CURRENT SITUATION OF COLLEGE MATHEMATICS TEACHING MODE UNDER THE BACKGROUND OF NEW MEDIA
3.1. The arrival of the new media era not only brings great changes to people's lives, but also provides effective help to the development of all walks of life. But in practice, only some of the university campus, the popularization, the multimedia teaching mode and some college campus, and did not realize the importance of multimedia teaching, so the development of multimedia teaching mode in university teaching is not significant, unable to realize the students' innovative training, can't satisfy the social demand for talents. Therefore, under the current background of new media, university campuses should fully recognize the importance of new media teaching mode, and fully integrate new media technology into mathematics teaching mode, cultivate students' innovative learning ability, and improve the quality of university mathematics classroom teaching.

3.2. Third, the advantages and characteristics of the application of new media in teaching
Different from the traditional teaching mode, the new media teaching mode has more advantages. Teaching through new media can shorten the distance between students and teachers. University school often built in more remote at the foot of the mountain, and the distance of home and school teachers, so students will not be able to communicate with teachers in their spare time, if the multimedia into the teaching mode, teachers and students can WeChat through multimedia network in QQ, and other social software to communicate, reduce the distance between teachers and students.

With the continuous development of science and technology, mobile phones, tablets, computers and other devices used by students are increasingly powerful, and college students are also willing to communicate through electronic devices. Let college students do math on electronic devices, so that students can learn anytime, anywhere, not just in the classroom. Therefore, the emergence of multimedia teaching mode greatly improves students' enthusiasm and interest in mathematics learning and makes teaching more quality.
4. INNOVATE THE TEACHING MODE OF UNIVERSITY MATHEMATICS WITH THE SUPPORT OF NEW MEDIA

4.1. Preparation
To do a good job in new media mathematics teaching, we must first make preparations before teaching begins. Before teaching, teachers can make functional analysis of the new media teaching mode and make a reasonable teaching plan according to the content and theme of mathematics teaching. In preparation, teachers can count students' opinions on traditional teaching mode and new media teaching mode. And it will summarize the views of different teaching modes and improve the work of the new teaching mode.

4.2. Carrying out teaching activities
In the teaching stage of the new media mathematics teaching mode, teachers can implement the teaching plan according to their own new media mathematics teaching plan. Before the teaching, teachers can stimulate students' interest in learning mathematics and publish their social accounts to students for them to add. Through social software communication with students, master students in learning difficulties or problems resulting from the subsequent teaching process, teachers can use make full use of multimedia technology in mathematics classroom preparation before class, mathematics classroom teaching, after class and math class, through the use of multimedia teaching mode, make the students' learning efficiency is improved, the quality of teaching has also been improved.

4.3. Expanding teaching activities
Teachers use multimedia to teach mathematics and can also carry out extended activities in class. Multimedia technology can make students through the Internet will bring together students love math, establish a group chat, which makes the students interest in mathematics problems and dialogues of communication between each other, learning methods of sharing, enables the student to extend through teaching activities, learn more knowledge, at the same time make more like-minded friends. In addition, the teacher can also through QQ space, WeChat circle of friends or release in the form of weibo posts and micro lesson video distribution, teaching materials, as well as the learning methods, teachers can also create question bank, collect past history bo, let the students can carry on the study on the social platform via the Internet, realize the extra-curricular activities. Through QQ and wechat exchange platform, teachers can also timely communicate with students, timely grasp students' questions or problems on learning, to help students solve problems. Through the extension of extracurricular activities, make students love mathematics learning more, improve students' efficiency of mathematics learning.

4.4. Solve the problems arising from new media teaching
The new media teaching mode brings convenience to teachers' teaching and helps students' learning, but the Internet has advantages and disadvantages. The Internet has rich network learning resources, but also has bad network temptation, there are many college students because of weak self-control, not with the help of the network to learn, but in the network to play, resulting in the use of Internet learning students have drawbacks; Some schools, in order to avoid the students use the Internet to play, do not allow students to bring electronic devices into the campus, this kind of practice is wrong, the school should not be the Internet because the Internet has disadvantages to resist in the outside, but should make teachers undertake to the student the right guidance, strengthen the management of students, allowing the Internet to realize the education teaching to the student, Rather than facilitating student play. Only by solving the problems arising from new media teaching can we help students to make better use of new media for mathematics learning under the background of new media.

5. CONCLUSION
To sum up, under the background of new media, new media technology and the integration of college mathematics teaching, not only can help students improve learning efficiency, at the same time also can help teachers to improve the quality of classroom teaching, but in the new media teaching mode in the preliminary stage of development still exist some problems, only the problem solving, Only then can we make better use of the new media technology to carry on the teaching of college mathematics.

REFERENCES
Effects Of Combined Heat Preservation And Anesthesia Recovery Nursing On Anesthesia Recovery And Stress Index Of Patients Undergoing General Anesthesia Operation

Jing Zeng
Xi'an Medical University, Longhui, Hunan, China

Abstract: Objective To explore the effects of combined heat preservation and anesthesia recovery nursing on anesthesia recovery and stress index of patients during general anesthesia operation. Methods A total of 92 patients undergoing general anesthesia in our hospital from August 2020 to August 2021 were selected to be included in the study, and 46 patients in each group were randomly divided into two groups. The control group took routine nursing, the observation group took compound heat preservation and anesthesia wake up nursing. Anesthesia recovery and stress indexes were compared between the two groups. Results the total recovery time, extubation time and PACU retention time in the observation group were significantly shorter than those in the control group (P < 0.05), the heart rate, systolic blood pressure and diastolic blood pressure in observation group were significantly lower than those in control group (P < 0.05). Conclusion the combination of heat preservation and anesthesia resuscitation nursing can reduce the stress response and accelerate the resuscitation after general anesthesia.

Key Words: General Anesthesia Operation; Wake Up; Heat Preservation

1. INTRODUCTION
For patients undergoing general anesthesia, due to the influence of injection of low-temperature drugs, body surface disinfection, operating room temperature, and long-term surgery, patients are prone to hypothermia after anesthesia, which further slows down drug metabolism and prolongates postoperative recovery time [1]. Therefore, based on general anesthesia patients with good insulation and anesthesia wake up nursing is particularly critical. Based on this, this paper mainly discusses the effects of combined heat preservation and anesthesia recovery nursing on anesthesia recovery and stress index levels of patients during general anesthesia operation.

2. DATA AND METHODS
2.1 General Information
A total of 92 patients who received general anesthesia in our hospital from August 2020 to August 2021 were selected as the research objects. According to the random number table method, they were divided into two groups. In the control group (n=46), there were 26 males and 20 females; the age ranged from 21 to 60 years old, with an average of (39.64±5.39) years old. There was no significant difference in basic information between the two groups (P > 0.05), which could be compared.

2.2 Methods
The control group took routine nursing, preoperative visit patients, operation room temperature and air humidity control; After the operation, the patient was escorted to PACU to wait for the patient to wake up, and the change of vital signs was closely monitored. After waking up, the patient was escorted to the general ward.

The observation group received nursing care of thermal insulation and anesthesia recovery. (1) Thermal insulation nursing: nursing staff used a warm air heater to heat the operating table before the operation, and closely monitored the temperature changes of patients during the operation. For the liquid that needs to be injected intraoperatively, the heating instrument is used to warm it in advance, so that the temperature is maintained at about 37°C, to ensure that the temperature of the input liquid is basically consistent with the body temperature. At the same time, the flushing liquid used intraoperatively is placed in a 42°C constant temperature incubator for heating treatment. During the disinfection of the surgical site, on the premise of fully exposing the surgical field, the exposed area of the patient's skin should be reduced as much as possible, and the remaining skin should be kept warm. Blankets should be used to cover the patient's skin to prevent the temperature drop during the operation. A heat and humidity exchanger can also be inserted into the endotracheal tube to ensure that the patient's inhaled gas temperature and humidity are constant. (2) Anesthesia recovery care: after the end of the operation, the patient should keep supine position to prevent the improper position of blood vessels and nerves compression caused by blood flow slowing down. If patients have symptoms of respiratory system, central nervous system and circulatory system, the monitoring of vital signs should be strengthened to effectively deal with the agitation during recovery. Patients with postoperative anesthesia gradually feel pain, according to the situation of reasonable analgesia and sedation drugs. Postoperative arterial blood gas was closely monitored to check whether the respiratory tract was unobpatency, and if abnormal was found, it was handled in time to prevent irritability and headache caused by hypercapnia or hypoxemia.

2.3 Observation Indicators
2.3. (1) Anesthesia recovery indicators of patients in the two groups were recorded, including complete recovery time, extubation time and PACU retention time.

2.3. (2) Stress indicators of patients in the two groups were recorded, including heart rate, systolic blood pressure and diastolic blood pressure.

2.4 Statistical Analysis

SPSS21.0 software was used for statistical analysis of data lines. Measurement data in line with normal distribution were expressed as (± S). T was used to test data between groups, and P < 0.05 was considered statistically significant. Results 3.

3. COMPARISON OF ANESTHESIA RECOVERY INDICATORS BETWEEN THE TWO GROUPS

3.1. the total recovery time, extubation time and PACU retention time of the observation group were significantly shorter than those of the control group (P < 0.05), as shown in Table 1.

Table 1 Comparison of anesthesia recovery indexes between the two groups (± S, min)

<table>
<thead>
<tr>
<th>group</th>
<th>Full wake time</th>
<th>Extubation time</th>
<th>PACU Residence time</th>
</tr>
</thead>
<tbody>
<tr>
<td>The control group</td>
<td>49.58±8.25</td>
<td>38.68±5.42</td>
<td>70.53±6.84</td>
</tr>
<tr>
<td>Observation group</td>
<td>24.68±7.42</td>
<td>26.87±6.47</td>
<td>45.28±7.23</td>
</tr>
<tr>
<td>t</td>
<td>15.220</td>
<td>9.490</td>
<td>17.207</td>
</tr>
<tr>
<td>P</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
</tbody>
</table>

3.2 Comparison of stress indicators between the two groups. The heart rate, systolic blood pressure and diastolic blood pressure in the observation group were significantly lower than those in the control group (P < 0.05), as shown in Table 2.

Table 2 Comparison of stress indicators between the two groups (±s)

<table>
<thead>
<tr>
<th>group</th>
<th>Heart rate (times/min)</th>
<th>Systolic blood pressure (mmHg)</th>
<th>Diastolic blood pressure (mmHg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The control group</td>
<td>85.54±6.42</td>
<td>125.69±7.89</td>
<td>94.69±7.14</td>
</tr>
<tr>
<td>Observation group</td>
<td>73.59±5.96</td>
<td>110.23±6.87</td>
<td>83.54±6.78</td>
</tr>
<tr>
<td>t</td>
<td>9.252</td>
<td>10.023</td>
<td>7.680</td>
</tr>
<tr>
<td>P</td>
<td>0.000</td>
<td>0.000</td>
<td>0.000</td>
</tr>
</tbody>
</table>

3.3. General anesthesia is one of the most commonly used anesthesia methods in large clinical operations at present. After general anesthesia, patients are prone to shivering and restlessness in the wake period due to temperature drop. At the same time, due to the decrease of body temperature, the skeletal muscle will continue to contract, increase oxygen consumption, increase heart load, resulting in acidosis and other conditions [2]. In addition, the hypothermia of patients during general anesthesia will have a negative impact on the body's coagulation function and metabolic circulation, making the operation face greater risks. In the wake stage, sympathetic nerve excitation will lead to increased heart rate, increased blood pressure and abnormal agitation, resulting in tracheal intubation and gastric tube shedding [3]. Therefore, it is of great significance to adopt nursing during the period of heat preservation and recovery in patients undergoing general anesthesia to ensure the surgical efficacy and promote postoperative rehabilitation.

It was found in this study that the complete awakening time, extubation time and PACU residence time of the observation group were significantly shorter than those of the control group (P < 0.05), and the heart rate, systolic blood pressure and diastolic blood pressure of the observation group were significantly lower than those of the control group (P < 0.05). It can be seen that the combined thermal insulation and anesthesia recovery nursing of patients undergoing general anesthesia can help to reduce the stress response caused by sympathetic nerve excitation and accelerate the recovery after anesthesia.

4. CONCLUSION

the application of heat preservation and anesthesia recovery care in patients undergoing general anesthesia can effectively reduce stress response, shorten the time of anesthesia recovery, and speed up postoperative recovery.

REFERENCES


Protection And Revitalization Strategy Of Traditional Village Public Cultural Space

Qing Zeng, Fang Peng, Siya Yu
Hunan City University, Architecture And Urban Planning School, Yiyang, Hunan 413000, China

Abstract: In the long history of five thousand years, the our country nation emerged a lot of brilliant culture, farming civilization is the precious cultural heritage of the our country nation, which reveals the survival wisdom of ancient people. As an important part of rural revitalization, farming culture needs to be supported, and the traditional village public culture should be optimized and protected according to the characteristics of modern culture. From the perspective of the protection and revitalization strategy of the traditional village public cultural space, this paper aims to protect and revitalize the traditional village public cultural space through the implementation of the rural revitalization strategy.

Key words: Traditional Village; Public Cultural Space; Preservation And Revitalization

1. INTRODUCTION

Since entering modern society, China has paid more attention to the protection of traditional villages. Villages were formed earlier in China and have rich traditional resources, including historical, humanistic, scientific, artistic, social and economic values. Village public culture records the track of the development of a village. Through village public culture, we can learn the life style of farming civilization and lay the foundation for modern rural revitalization. At present, traditional villages are declining, leading to the gradual disappearance of village culture and rural characteristics. It is extremely urgent to protect and revitalize the public culture of traditional villages.

2. FIRST, THE SIGNIFICANCE OF TRADITIONAL VILLAGE PUBLIC CULTURAL SPACE FOR RURAL REVITALIZATION

2.1. the cultural space of traditional village public Year is the spatial carrier of traditional Chinese culture inheritance and an important field of rural revitalization. Farming civilization records the culture of an era and is a valuable cultural heritage of mankind. Its civilization contains the system, belief, culture, values and behavior patterns created by human beings in the past. In the process of change, times show the characteristics of continuity and identity. While inheriting and developing the civilization of the previous stage, they are also actively creating their own culture, which is of great significance for the eternal development of human society. The lifeblood of the development of traditional villages is an important part of Chinese culture and the cultural precipitation of the long-term development of human beings. Its culture has distinct regional and national characteristics, which can highlight the charm and connotation of traditional Chinese culture. It is an extremely valuable and unreplicable precious heritage. The ancient people used local materials and created villages. These actions and performances show the wisdom of the ancient people. The survival concept of adapting measures to local conditions and maintaining harmonious development between man and nature is the key to the rural revitalization work.

2.2. Public cultural space in traditional villages is an important display of cultural diversity and the main content of rural revitalization. Every nation in the world has its own unique culture, and culture is a distinct symbol of a nation or even a country. The residents of traditional villages have established unique local ethnic culture during their long-term survival and development. As a part of Chinese national culture, it is the source and inexhaustible driving force for the sustainable development of the whole Chinese culture. The world culture is characterized by diversity, and residents in different areas have formed unique cultures in their daily life, including food, architecture and other cultures with regional characteristics. Village culture can highlight its individuality, and is also a powerful weapon for villages to communicate with other cultures.

2.3. Traditional village public cultural space is a place for villagers' collective memory and cultural identity, and the soul of rural revitalization. Villages have a long cultural history in China. In the process of long-term work and communication, farmers have formed a cultural tradition of distinctive life. For example, the belief consciousness, character quality, cultural etiquette, festival celebration and life style are all products of village culture. Village culture carries collective memory and consciousness. However, with the acceleration of modern urbanization, villages blindly learn urbanization development mode in future planning and try to build villages in a uniform way, which will destroy village characteristics, regional culture and national style. It is not advisable to replace the survival with the thick sense of cultural history with the cookie-cutter rural architecture. Protecting the architecture and characteristics of the village is the foundation of the existence of traditional villages and the key to increasing the recognition of village culture.

3. PROBLEMS FACED BY THE PUBLIC CULTURAL SPACE OF TRADITIONAL VILLAGES

3.1. Partial fragmentation of public cultural space. Village culture has been preserved in the historical inheritance and development, but due to the lack of awareness of material culture protection in modern people, they have not adopted the correct methods in the protection and planning of material culture. A village is an integral whole. Due to geographical distribution,
whole village may be divided into different regions. In terms of repairing village buildings, individual repair methods cannot highlight the integrity of village culture, but should integrate the village material culture into a whole to make it a meaningful material culture. Due to the lack of professionals in village planning and protection, the overall cultural protection work is poor. At the same time, village culture is the memory of ancient people, which records the growth and development of individuals. People living in villages will have value identification with villages. Village planning and protection work without the participation of villagers will be detrimental to the inheritance and development of village culture.

More importantly, with the popularization of modern Internet technology, virtual space has become an important part of people's lifestyle. There is no network and the network, great changes have taken place in villagers' way of life, but because the network charges and network planning using is not scientific, lead to rural network construction is not reasonable, for village, while preserving traditional culture, also want to balance the development of virtual culture, and establish an effective link is very work.

3.2. temporary interruption of cultural memory
Village is the product of farming civilization. Before the advent of industrialization, village has become an important living environment in the era of small-scale peasant economy. In education, there are private schools, and in life there are farmland, the whole of a real rural style. Due to the influence of foreign cultural invasion, village culture gradually declined. In the past, the lively temple fair culture, yangko dance exists in the memory. Rural tourism is an opportunity for people to understand and understand the village culture. However, due to the excessive development of villages, the local characteristic culture has been seriously damaged, and the advantages of local characteristics and national culture have not been brought into play according to local conditions. In addition, in order to facilitate the life of villagers, some buildings with historical and humanistic value were torn down, so that the future visitors can only learn about the splendid village culture in the past from textbooks.

3.3. Revitalization strategy of traditional village public cultural space
3.3.1. "embedded"type of organic renewal protection and utilization
There are two ways for rural revitalization. One is to inlay external resources, such as capital, manpower and technology, and complement them with modern technology while respecting the original layout and functions of villages. On the other hand, we should coordinate the relationship between traditional and modern culture, inherit and develop village culture through modern mass cultural activities, such as organizing cultural publicity meetings and digital museums to enhance villagers' cultural identity and establish a sense of responsibility for protecting villages. At the same time, the use of modern infrastructure and modern technology to constantly improve the old house and courtyard life supporting measures.

3.3.2. Participatory, multi-subject collaborative intervention
In order to improve the level of rural governance, it is difficult to solve all problems by the village itself. It needs to solve the problems existing in rural governance with the cooperation of various forces through the early needs assessment and the investment of capital and manpower in the later stage. Village planning and protection is a systematic project, which needs to be protected based on the actual problems of villages, as well as the economic and social values of villages. More subjects are required to participate in the protection of village culture.

4. CONCLUSION
In general, the planning and protection of traditional village culture is extremely urgent, which requires the joint participation of various subjects. Modern technology can be used to complement and promote the inheritance and protection of modern village culture without affecting the original layout and function of the village.

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Research On the Reform And Strategy Of Japanese Teaching In Colleges And Universities Under Diversified Background

Jia Chen
Zhejiang Yuexiu University, Shaoxing, Zhejiang, China

Abstract: With the diversified development of the world economy, the study of Japanese has become a bridge of friendly exchanges between our country and Japan, and is increasingly favored by more and more contemporary college students. Under the diversified background, Japanese teaching in colleges and universities needs to closely follow the current development trend, face up to the problems in Japanese teaching, formulate perfect teaching strategies, improve Japanese teaching mode, and improve the quality of Japanese teaching.

Key words: University; Japanese; the Teaching Reform

1. INTRODUCTION
Since the reform and opening up, the level of our country's opening to the outside world has been continuously enhanced, and its international status has been gradually improved. Learning and mastering foreign languages has become a hot trend among college students. As a neighbor of our country, Japan has witnessed continuous exchanges between the two peoples and increasingly close international cooperation since then. With the support of relevant policies, a large number of Japanese learners have emerged [1]. In terms of the actual situation, there are still many deficiencies in Japanese teaching in our country colleges and universities, leading to the difficulty of training Japanese talents to meet the actual demand. Although there are a large number of Japanese learners, there is a gap between the expected quality. In addition, due to the lack of a good environment for Japanese learning and communication, universities generally pay attention to the teaching of Japanese grammar and theoretical knowledge, and do not pay attention to improving students' Japanese practical application ability, which makes it difficult to train Japanese talents to communicate directly in Japanese. Therefore, as the main field of training Japanese talents, colleges and universities need to adapt to the trend of diversified development, actively promote the reform and innovation of Japanese teaching, create a good Japanese learning environment, improve the quality of Japanese talents training, and lay a solid foundation for the exchange and cooperation between our country and Japan.

2. PROBLEMS IN JAPANESE TEACHING IN COLLEGES AND UNIVERSITIES
2.1 Lagging concept of Japanese teaching
At present, there is a practical problem of lagging teaching ideas in Japanese teaching in colleges and universities. Teaching philosophy is the basis of guiding Japanese teaching in colleges and universities, and changing teaching philosophy is the most important part of Japanese teaching reform. However, in the current Japanese teaching process in colleges and universities, most teachers do not attach importance to the role of teaching philosophy, nor do they reform and innovate teaching philosophy in accordance with the actual needs of the development of the Times, and still maintain the traditional pure infusion teaching philosophy [2]. It is precisely because of the lagging concept of Japanese teaching, Japanese classroom teaching is dull and boring, and over time, students lose interest in learning Japanese, regard Japanese learning as a burden, do not fully integrate into Japanese teaching, and do not master enough knowledge, which leads to the unsatisfactory effect of Japanese teaching.

2.2 The professional quality of the teaching staff is insufficient
The construction of teachers has always been a problem in Japanese teaching in colleges and universities. At present, the number of teachers in Japanese teaching in colleges and universities is not enough, and the quality of teachers is not high. On the one hand, as Japanese talents with strong quality are unwilling to engage in Japanese teaching, there is a lack of high-quality teachers in the teaching team [3]. On the other hand, many Japanese teachers in universities do not have a firm grasp of professional knowledge and weak practical ability, so they cannot provide professional guidance for students. Due to the lack of professional teachers in Japanese teaching in colleges and universities, the overall level of Japanese teaching is insufficient, which seriously hinders the cultivation of Japanese talents.

2.3 The Japanese teaching assessment system is not perfect
At present, there is still a lack of perfect assessment system for Japanese teaching in colleges and universities. Students often learn Japanese driven by interest, but over a long period of time, due to the boring learning of Japanese and the heavy learning burden of professional courses, it leads to a decline in interest and enthusiasm in learning. In addition, Japanese teaching in colleges and universities usually takes grade examination as the main standard to evaluate Japanese level. Many students only learn Japanese for passing grade examination, and their research and exploration of Japanese is not enough. It is because of the imperfection of Japanese teaching assessment system that further aggravates the learning burden of students and makes them passively accept learning.
3. COUNTERMEASURES OF JAPANESE TEACHING REFORM IN COLLEGES AND UNIVERSITIES UNDER DIVERSIFIED BACKGROUND

3.1 Change the concept of Japanese teaching

Teaching idea is an important part of teaching work. Under the diversified background, the reform of Japanese teaching in colleges and universities needs to change the teaching concept as the starting point, according to the development trend of the Times, combined with their own characteristics of running a school and the actual teaching situation, to form a distinctive Japanese teaching concept. We should pay more attention to Japanese teaching, set up a student-centered concept, regard students as the main body of Japanese classroom teaching, comprehensively consider the actual needs and individual characteristics of students, pay attention to cultivate students' comprehensive quality, and make them become professional talents who can effectively communicate in Japanese. At the same time, universities should actively learn from the successful teaching experience of other schools, fully integrate teaching resources, constantly form their own unique advantages in Japanese teaching, and promote the reform of Japanese teaching.

3.2 Improve Japanese teaching methods

Teaching mode is one of the important contents of Japanese teaching reform in colleges and universities. Strengthening the reform and innovation of Japanese teaching mode is the key to improve the efficiency and overall quality of Japanese teaching. In the process of Japanese teaching, teachers can reasonably integrate the network teaching method on the basis of blackboard teaching, stimulate students' interest in learning, mobilize students' subjective initiative in learning, promote students' independent learning, cultivate their interest in Japanese learning, and make students change from passive learning to active learning and enjoy learning. At the same time, in the process of Japanese teaching, teachers can effectively use information technology to create a real language environment for students, further expand their horizons and guide students to imagine. In addition, teachers should carefully design diversified teaching links to guide students to participate in Japanese learning, meet students' personalized learning needs, cultivate students' practical application ability and deepen their understanding of Japanese knowledge. In a word, Japanese teachers need to actively reform Japanese teaching methods, understand students' needs, grasp students' understanding of knowledge in time, teach students according to their aptitude, meet different characteristics of students, constantly improve the quality of Japanese teaching, enhance students' Japanese skills.

3.3 Establish and improve the Japanese teaching assessment system

The assessment system is an important way to evaluate students' Japanese learning level. Colleges and universities should constantly establish and improve the assessment system in line with the goal of talent training, give full play to the supervision and incentive role of the assessment system, and guide students to complete the Task of Japanese learning more efficiently. First, to rebuild the Japanese examination and evaluation system as a starting point, continue to carry forward the role of Japanese examination system, encourage students to actively learn Japanese. Second, grasp the balance between daily assessment and final assessment, increase the proportion of daily scores in the overall score, daily scores and final scores directly linked to urge students to develop good daily class habits. Thirdly, in terms of the examination content, we should pay attention to the examination of students' practical application ability, provide a real language environment, promote the continuous improvement of students' Japanese ability, and effectively train practical Japanese talents.

4. CONCLUSION

To sum up, there are still some problems in the current Japanese teaching in colleges and universities, such as lagging teaching ideas, insufficient professional quality of teachers and imperfect assessment system. Therefore, colleges and universities need to attach importance to Japanese teaching reform and innovation, set up advanced teaching idea, constantly improve Japanese teaching mode, the innovation of Japanese teaching method, establish and improve the Japanese teaching evaluation mechanism, improving Japanese teaching professional and scientific level, train more high-quality talent for friendly exchanges and cooperation between our country and Japan.

REFERENCE


Application Of Nanotechnology In Pharmaceutical Preparations

Xiaobiao Cui
Heilongjiang Vocational College, Heilongjiang 150111, China

Abstract: the low bioavailability of drugs due to water insolubility is one of the important factors that hinder the development of drugs at present. With the continuous development and improvement of nanotechnology, it has been widely used in the research field of pharmaceutical preparations, and the low bioavailability of some water-insoluble drugs has been effectively improved. Based on this, this paper mainly discusses the application of nanotechnology in pharmaceutical preparations.

Key words: Nanotechnology; Pharmaceutical Preparations; Application.

1. INTRODUCTION
In the 21st century, nanotechnology, as an emerging technology, has been gradually applied in the field of drug research and achieved good achievements, which also marks that drug research has entered a new era and provides a solid guarantee for mankind to overcome diseases through drugs. When a substance reaches the nanometer level, its properties will change greatly and present special properties completely different from molecular form and macroscopic form, which provides the possibility of application in the field of drug development. Nanotechnology can manipulate atoms and molecules in the range of 0.1 to 100nm to process materials into products with special functions [1]. Generally, the pharmaceutical field generally defines the nanometer scale as below 1000nm. With the rapid development of nanotechnology, the scope of application in the pharmaceutical field is expanding. Compared with traditional pharmaceutical preparations, the new drug delivery system based on nanotechnology has obvious advantages in many aspects. This paper mainly introduces several commonly used new pharmaceutical preparations prepared by nanotechnology.

2. MICRO/NANO EMULSION
Microemulsion is a kind of colloidal dispersion system which is prepared by nano microemulsification technology and has higher kinetics and thermodynamic stability. Microemulsions are mainly composed of oil phase, water phase, surfactant and cosurfactant, and appear transparent or translucent in appearance. Microemulsion preparation based on microemulsification technology can effectively penetrate the biofilm and be absorbed. the improvement of drug transdermal permeability of nano-emulsion is mainly related to the composition of nano-emulsion itself, but not to the structure of nano-emulsion itself. In an improved Franz diffusion cell, 2% PEG-400 was used as the receiving solution to compare the permeability of sinoline microemulsion, solid lipid nanoparticles and liposome to the skin. At the same time, the drug content in the receiving solution of different dosage forms was detected by HIGH performance liquid chromatography. the results showed that there were significant differences in the penetration rates of the three dosage forms, among which microemulsion skin had the strongest penetration [2]. At the same time, the pharmacokinetics of Docetaxia microemulsion injection and conventional injection were compared by single-dose double-cycle self-cross test with Beagles as research subjects. the results showed that the area under the drug time curve and peak concentration of Docetaxia microemulsion were significantly increased, eliminating the increase of half-life. These results suggest that compared with conventional injection, docetaxia microemulsion can improve osmotic efficiency and bioavailability.

3. SOLID LIPID NANOPARTICLES
Solid lipid nanoparticles mainly refer to the solid colloidal particles with the diameter between 10 and 1000nm. At normal temperature, natural or synthetic lipids in solid form are used as the carrier to encapsulate drugs, which is a kind of solid colloidal drug delivery system that is widely used at present. Solid lipid nanoparticles can effectively control drug release, reduce drug degradation, reduce the risk of drug leakage, and improve drug targeting. Solid lipid nanoparticles, as the carrier of transdermal drug delivery system, can significantly improve the skin absorption of encapsulated drugs. We designed chloramphenicol solid lipid nanoparticles formulations using central point design effect surface optimization and found that solid lipid nanoparticles as delivery system encapsulated chloramphenicol had higher drug encapsulation rate and achieved effective control of drug release. Meanwhile, other researchers prepared diazepam solid lipid nanoparticles by using the method of high temperature emulsification and low temperature curing, and the results showed that the average encapsulation rate was about 98.8%, the drug loading was about 6.5%, and the cumulative release percentage in vitro was about 98.8%[3]. Solid lipid nanoparticles can also be used as a delivery system for cancer drugs, which can improve the killing effect of the encapsulated antitumor drugs on cancer cells compared to traditional solution agents. Solid lipid nanoparticles have been found to be an effective tool in the treatment of malignant tumors through targeted drug therapy.

4. NANOGELS
Nano gel is also a new nano drug delivery system at present. It is a hydrogel particle composed of nano polymer as the main structure, covering physical gel and chemical gel. Physical gels are mainly three-dimensional network structures formed by non-covalent bonds, while chemical gels are mainly three-dimensional network
structures formed by cross-linked covalent bonds. Nanogel has significantly higher loading capacity, better stability, and higher sensitivity to the environment, which can achieve drug inclusion and release by means of swelling and contraction action. In addition, the nano-gel can achieve the effect of targeted therapy by modifying its surface functional groups with various targeted genes. Researchers in mice radiation markers in the study, the antisense oligomeric deoxyribonucleotide nanoparticle gel and free oligomeric comparing DNA nucleotides, the results showed that antisense oligomeric deoxyribonucleotide nano gel within the brain blood plasma drug concentration increased significantly, and antisense oligomeric deoxyribonucleotide nano gel brain targeting increased significantly. At the same time, some researchers in the study of the preparation of the win min type poly (N - isopropyl acrylamide - CO - butyl methacrylate) nano gel, through the study in vitro and in vivo pharmacokinetic study, found it as a high sensitivity to temperature and embolic material, has good therapeutic effect, and high bioavailability, It can be used as an ideal vascular embolization agent.  

5. POLYMER NANOPARTICLES  
Polymer nanoparticles are mainly made of synthetic or natural biodegradable polymer materials as a kind of targeted drug carrier. Their nanometer diameter is between 10 and 1000nm. As a kind of solid colloidal particles, they have the advantages of high transport efficiency and low toxicity. Polymer nanoparticles can be made into nanospheres that evenly distribute drugs in the skeleton material. It can also be made into a nanocapsules to pack the drug in the center of the capsule. the polymer commonly used is biodegradable, preventing the polymer from accumulating in the body due to repeated administration. At present, polymer nanoparticles have been successfully applied in the field of chemosynthetic drugs and protein-based drugs, and the combined application of polymer micelles and carriers has shown broad prospects in the field of anti-tumor drug preparation technology. Some researchers used protein polymers as non-viral gene delivery vectors to observe and found that BSA-POLYETHYLENE methacrylate nanoparticles could condense into plasmid DNA and form related polymers with an average diameter of 50nm.  

6. CONCLUSION  
In summary, through the application of nanotechnology, a variety of new drug dosage forms including microemulsion and solid lipid nanoparticles can be prepared, which can effectively improve drug targeting and bioavailability, increase drug stability, and accurately control drug release. Nanotechnology is an effective remedy for the defects of traditional drugs. With the continuous in-depth research on nanotechnology, more new nanodrug dosage forms will appear in the future to ensure the good and stable development of pharmaceutical preparations.  

REFERENCE  
Research On the Application Of Interactive Teaching Method In Automation Specialty Course Teaching

Yulin Cui
Jingzhou Vocational College Of Technology, Jinan, Shandong, China

Abstract: With the rapid development of science and technology, the relevant fields put forward high requirements for the training of automation professionals. In order to accelerate the improvement of the teaching effect of automation specialty, colleges and universities vigorously use interactive teaching method to fully meet the teaching requirements of automation specialty in colleges and universities, which has become the key means of teaching method innovation. Comprehensive combined with characteristics of interactive teaching methods, choose appropriate teaching methods, effective to case analysis, the problems to explore the teaching, project teaching and interactive teaching methods were used to the teaching of automation specialty, not only stimulate students interest in learning, also can better cultivate students' autonomous learning ability, cultivate divergent thinking. This paper introduces the teaching characteristics of automation specialty, and focuses on the application of dynamic teaching method in automation specialty.

Key words: Interactive Teaching; Automation Specialty; Application

1. INTERACTIVE TEACHING FORM FOR AUTOMATION COURSES

1.1. Case study interactive teaching
Case analysis Interactive teaching usually uses modern teaching methods such as multimedia, centering on classic cases and engineering practice cases, according to a series of planning processes. This teaching method is intuitive and simple, and the content is specific and vivid. Especially for case teaching, it is easy to stimulate students' interest in learning, strengthen their concentration, and better create a rich teaching environment, which fully reflects the interactive characteristics of this teaching method. However, in practical application, it is often found that theoretical teaching is only one-sidedness, and it is difficult to analyze selected cases, which makes it difficult for students to master the knowledge learned in class. At the same time, interactive course teaching is easy to test the strength of teachers, professional teachers must have rich practical experience. In the teaching process of professional courses in the School of Automation of our university, practical teaching cases are often quoted in the teaching content during the teaching process of most professional courses [1]. For example, in the "motion control system" a lesson teaching case teaching process, in the face of "DC motor speed control system" teaching material learning part, teachers guide students to first understand the basic structure of the system, specifically divided into speed control main circuit and controller two parts; Secondly, the two parts of the mass motor speed is constantly adjusted until the fixed requirements are met. The use of this program enables students to quickly understand the basic points and connotation of the system, and effectively improve students' application ability. At the same time, in the process of analyzing engineering cases, teachers should always pay attention to students' learning of the current course knowledge points. Through students' summary and analysis, they can find students' application of theoretical knowledge skills and problem-solving methods, so as to better improve students' mastery.

1.2. Exploratory interactive teaching
Exploratory interactive teaching focuses on cooperative interactive teaching according to the subject of teaching materials, and effectively completes the teaching objectives. This kind of teaching method is teacher-oriented, proposes the theme to discuss the teaching activities, students will put forward specific questions through the theme of the textbook, teachers will integrate according to the degree of questions raised by students, and ask students to discuss the problems together, find the answers to the questions, and do a good job of summary and induction. Probing interactive teaching has become an important means for teachers to enrich teaching content, which is conducive to teachers' transformation from dominant status to guidance, and students' transformation from passive status to active status, fully demonstrating students' dominant status. Focus on organizing teaching activities around problems, let students take the initiative to participate in the teaching process, mobilize students' interest in learning, and better cultivate students' spirit of independent learning. This method has a clear theme, specific content, in-depth discussion, and greatly improves students' creative ability. However, in practical application, it is difficult to organize and the uncontrollable problems raised by students seriously hinder the teaching progress [2].

1.3. Problem research-based interactive teaching
Studies, interactive teaching is a teacher in the class of key problems such as teaching aim, teaching content, integrated interactive question earnestly, throw the problem to the students gradually, students use the Internet to collect a large number of relevant information, to ensure that clear thinking, can be explained through group interaction and self, deepen the knowledge in impression, expanding the student aspect of knowledge.
This teaching method effectively stimulates students' interest in learning and cultivates students' innovative thinking. Meanwhile, it puts forward high requirements for teachers' design schemes. It makes in-depth research on the knowledge points and key and difficult points of the course textbook and summarizes problems. For example, in the textbook of computer control technology course, the teacher puts forward research questions based on "input and output channels of computer control system", which involves the key and difficult points in the teaching of this course and is summarized into 15 questions, so that students can consciously analyze, research and explore problems. When teachers ask questions, they will be given a fixed time. When the time is up, students will answer the questions in group order. After students' analysis of the speech, teachers will refer to students' explanations for in-depth evaluation. Not only to cultivate students' autonomous learning habit, but also can extend the learning view in the data collection, meet more automation related knowledge, the computer control system of the input and output channels of related technologies, devices, etc have a clear cognition, learning interest and automation specialized courses teaching, strengthen students' professional quality. Therefore, in this interactive teaching environment, it provides a lot of space to cultivate students' independent thinking, deepen their knowledge impression by searching for materials, and quickly improve students' problem-solving ability [3].

2. INTERACTIVE TEACHING PRACTICE EFFECT OF AUTOMATION MAJOR COURSES

2.1. In the current teaching process of computer control technology in the class of automation major, the author adopts the interactive teaching method of problem research and takes students as the main body of classroom teaching to effectively enhance students' awareness of independent learning. Especially in the process of group cooperative learning, students in the first group were coy and could only explain according to the theoretical knowledge of the textbook and their own ideas, or a student explained knowledge on behalf of the group, which failed to reflect the sense of participation of other group members. For the later groups of students, the ideal explanation effect was played and the performance was excellent. At the same time, a complete PPT teaching material for the speech was made to show the relevant knowledge learned in the analog electronic technology course.

2.2. Some students even analyze problems deeply with the help of practical cases, intuitively show the causes of problems and how to solve them, so that students can quickly understand knowledge, attract students' love, and gain teachers' recognition. In addition, stay on after the end of the activity, the teacher will use your performance record contents and impression to recall students, improve students' focus and attention degree, seize the advantage of students, improve students' self-confidence, to feel the fun of learning professional knowledge, devoting themselves to their automation professional course teaching activities [4].

3. CONCLUSION

According to the content of the above article, interactive teaching is applied in the course teaching of automation specialty, which effectively provides great help for the teaching method innovation of similar specialty courses. Not only arouse students' interest in classroom learning, improve students' initiative in learning, but also fully create an efficient teaching environment. In the aspect of talent skills training, it is of great practical significance to take students' innovative ability and professional quality as the focus and actively exercise students' thinking. At the same time, innovative teaching methods should be combined with the education evaluation system to better improve students' thinking, which plays a key role in future learning and development.

REFERENCES


Application Of Measurement Technology In Machining Training For College Students

Yixia Duan
Nanjing Technical Vocational College, Nanjing, Jiangsu 210019, China

Abstract: With the continuous development of social economy and science and technology, the development of our country manufacturing industry has also been greatly improved, in the development of manufacturing industry based on mechanical processing, and in the machinery manufacturing industry in colleges and universities, mechanical processing also occupies an important content, machining accuracy of parts processing has strict requirements. In order to effectively ensure the accuracy of processing parts must use measurement technology to achieve, it is because measurement technology has a direct impact on the effectiveness of mechanical processing, so in the relevant education usually requires students to master the measurement technology.

Key Words: Measurement Technology; Machining; Practical Training Application; Analytical Research.

1. OVERVIEW OF MEASUREMENT TECHNOLOGY

Measurement technology is in the process of machining parts by measuring to make the parts processing to meet the standard requirements of a technology, this technology is also the foundation of guarantee parts processing work reasonable technology, as measured on the processing of parts in found parts do not match the actual data and standard data requirements should be timely correction processing work. According to the measuring technology, the study found in the social development of the past, the measurement technology is carried out after completion of parts processing, measurement tools used for steel ruler and check gauge and calipers etc., due to parts processing and measuring tools used by different, so in the process of machining parts machining and measuring content for the separation of two kinds of work, the work efficiency is low. Under the continuous development of social science and technology, measurement technology has also had great development, development can be achieved in the process of machining to complete the measurement of parts, this way can effectively improve the efficiency of machining.

2. OVERVIEW OF MACHINING

Mechanical processing is the basic link for machinery manufacturing industry is also the most active part, machining's main goal is to be able to in the form of low cost and high efficiency to complete the relevant parts processing, related processing when work is a must to efficiently in accordance with the requirements of machining parts design drawings and to work, the current development of our country, For roughing and finishing machining way, typically on different parts will use when processing the rough machining and finish machining, it is because of machining process for the process is more, so in order to ensure the students be able to complete the machining must be reasonable demands students to master certain theoretical knowledge, In order to make clear the requirements in the design drawings.

3. IMPORTANCE OF MEASUREMENT TECHNOLOGY IN MACHINING IMPLEMENTATION

3.1 It can improve students' analytical ability

In machining training courses, students before the formal for their operation must be related to measurement technology and the approach to learning, so that in the process of machining can rely on yourself to complete parts processing, processing process of middle school students in a component for processing, frequently, processing of parts is too big or too small, In order to reduce the errors in the processing of parts, students need to adjust the processing process according to their own ideas, so the analysis ability of students can be improved through measurement technology. Secondly, when the processing of parts is too large, students can modify through the use of measurement technology, in the process of continuous modification can also exercise the spirit of perseverance of students.

3.2 It can improve the quality of students' machining

University mechanical processing related specialized student for machinery manufacturing industry in the future, so in order to ensure China's machinery manufacturing industry in the development of follow-up can be effectively promoted, to strengthen college mechanical processing professional ability of students, in order to machinery manufacturing industry to provide high-quality technical talents for the society, there will be many in the machining process of measurement, Through the measurement process, students can understand the accuracy of the workpiece processed by themselves, so as to improve their own processing methods. Therefore, the use of measurement technology can effectively improve the learning quality of students [1].

4. APPLICATION OF MEASUREMENT TECHNOLOGY IN MACHINING TRAINING FOR COLLEGE STUDENTS

4.1 Application of off-line measurement technology

In mechanical processing professional education in colleges and universities in order to ensure the students can effectively finish machining work will before processing work officially to let the student to the workpiece positioning, clamping, measuring and processing of various links such as study of the process, in order to improve the students' understanding to two similar ways to teach at the same time, In this way, students can understand the knowledge in the comparison
of processing methods. When students operate mechanical equipment, they can apply the different measuring methods and processing methods. Only when they master the process of machining parts, can they choose the processing methods and measuring techniques reasonably for each step. In the process of machining, the accuracy of measurement can not be effectively guaranteed due to the abrasion of the contact point during the measurement.

4.2 Application of online measurement technology

Online measuring technique is the social science and technology promote the development of a new type of technology, the technology way of using ultrasonic sensors and electronic sensors, etc., in the process of machining the ultrasonic measurement when it will be processed by cutting fluid material debris away, to avoid material debris impact on measurement accuracy. In this way, the machining process can be completed without touching the workpiece, and the measurement data accuracy is also high. As measured using electronic sensors mainly using capacitance sensors to measure the work done, this way of measurement can to many problems in measurement technology to improve before, in the process of measurement can also be to indirect measurement of workpiece, which found that most of the online measurement way in measuring work can not contact the workpiece to get the job done, Non-contact measurement can avoid the impact of the environment on the measurement data, it is because of the advantages of this technology, so it has been better applied in the work of mechanical processing.

4.3 Application in active quality control

Before machining process, the work is first to positioning of the workpieces, positioning clamping is completed in processed according to the requirements of processing, processing is completed through the application of measurement technology to institute the workpieces whether meet the requirements, when the workpieces when there is a error data and standard requirements to continue to carry on the processing, Until after measuring the accords with a requirement to stop processing, this way of measurement is neither to guarantee the machining quality of workpiece can improve on the efficiency of machining, CNC machine and using new technology to do mechanical processing, staff only need to input devices in the parts can be manufactured by, After data input is completed, the equipment can automatically process the parts. As the processed parts use a unified program, the error value between different parts can also be effectively reduced [2].

5. CONCLUSION

To sum up, science and technology of ascension to promote the development of the machinery manufacturing industry in our country, in mechanical processing education in colleges and universities, students in learning related knowledge of machining for the reasonable finished parts processing is mainly done through measurement, measurement of analysis can effectively promote the students' ability and perseverance. With the development of society, the measurement technology used in machining in colleges and universities has also been expanded. Online measurement technology and offline measurement technology can improve the accuracy of parts processing.

REFERENCES

Study On the Pre-Competition Preparation Of Excellent Trampoline Athletes In Our Country

Benyu Feng, Yingying Mi
Physical Education College Of Shanxi University, Taiyuan, Shanxi 030006, China

Abstract: By using the methods of literature, questionnaire, field investigation, video analysis and mathematical statistics, the online athletes of the 13 participating teams in the 2020 National Trampoline Championship were studied on their pre-match preparation, and reasonable suggestions were put forward for the athletes according to the special characteristics of the trampoline project. Main conclusions: 2 days before the competition, athletes' ground preparation activities mainly include jogging, basic freehand exercises, dynamic stretching, static stretching and foam roller fascia relaxation, and special preparation activities mainly include basic technical movements and special physical training. In the two days before the competition, the preparatory activities on the network accounted for a large proportion, mainly including vertical jump, one-week exercise, the first set of exercise and the second set of exercise, supplemented by combined exercise and single difficulty exercise. The ground preparation activities of athletes before the platform inspection, the specific content is the same as the ground preparation activities of the two days before the competition, but the amount of activity is relatively small, 20 minutes before the competition athletes mainly practice combined movements and complete sets of movements; In order to adjust the athletes' physical and mental state, the main methods are self-suggestion method, breathing regulation method, attention transfer method, simulation training method, music relaxation training method and representation reproduction method. Suggestions: Enhance the "actual combat" and "practicability" of pre-match preparation activities, so that athletes can better adjust their state; Scientifically and reasonably arrange the load of pre-match preparation activities; Reasonably plan and design the content of pre-match preparation activities, make the content of pre-match preparation activities more reasonable and diversified, so that it can enter the best competitive state as soon as possible. Key words: Excellent Trampoline Athlete; Before the Game; Prepare Activities.

1. INTRODUCTION
At present, the pre-match preparation is a crucial part of the competition system, and plays an important role in any sports event. No matter which sports event or competition is engaged in, the preparation activity can not be omitted or underestimated. Pre-competition activities can improve the excitability of the central nervous system, accelerate the metabolism in human body [1] -[2], and promote the body's athletic ability, so that athletes can reach the best competitive state, and improve sports performance and success rate. Trampoline has become the dominant event in China. Athletes complete difficult movements in the air with high risk factor. Athletes will more or less cause some muscle and joint injuries during training and competition, and many experts and scholars believe that pre-competition activities can prevent sports injuries [3]. Inadequate pre-match preparation is one of the main causes of sports injuries [4]. Sufficient preparation activities of competition area and stage can activate the nervous system, overcome the physiological inertia of athletes, reduce muscle viscosity, make muscles more flexible and elastic, and thus reduce sports injuries [5]. Therefore, coaches and athletes attach more importance to pre-competition preparation activities. With excellent preparation activities in trampoline athletes in our country as the research object, analysis of 13 provinces and cities team athletes will two days before the game, breaths to prepare the body content, enrich the theory of competitive trampoline project preparation, preparation activities for athletes, provides the reference, and expand the pre-match preparation activities of relevant theoretical research.

2. RESEARCH OBJECTS AND METHODS
2.1 Research Objects
In this paper, the online athletes of 13 participating teams in the 2020 National Trampoline Championship were selected as the research object, and 113 online athletes in the 2020 National trampoline Championship were selected as the research object.

2.2 Research Methods
2.2.1 Literature method
For this study, the researcher consulted literatures related to pre-match preparation activities through cnKI.COM, VIP, reference room of Shanxi University Library and other channels, and consulted relevant documents related to pre-match arrangement of trampoline issued by the General Administration of Sport of China, summarized, identified, sorted out the literatures and related documents, and finally made a summary and analysis.

2.2.2 Questionnaire survey
In order to fully reflect the status quo of the pre-competition preparation activities of excellent trampoline athletes in China, during the 2020 National Trampoline Championship, the questionnaire was distributed and recycled to athletes from 13 trampoline teams. A total of 130 questionnaires were sent out and 119 were recovered with a recovery rate of 91.54%, among which 113 were valid with an effective rate of 94.96%.

2.2.3 Field investigation method
During the 2020 National Trampoline Championship, researchers went to Tianjin trampoline training Center to observe and video the warm-up activities of 13 participating teams and obtain first-hand information.

2.2.4 Video analysis

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According to the needs of the research, the researchers used video recorder to record all the pre-match activities of the 13 provincial and municipal teams on the competition site, and watched them repeatedly, sorting out the main content and methods of the activities of trampoline athletes in different time, and analyzing the similarities and differences of the provincial and municipal teams.

2.2.5 Mathematical statistics

After the integration of the questionnaire, the effective data in the questionnaire survey through Excel2007 software input and analysis, statistics to make a variety of analysis charts.

3. RESULTS AND ANALYSIS

3.1 Analysis of preparation activities for two days before the competition

3.1.1 Contents of ground preparation activities

At present our country outstanding trampoline players two days before the ground preparation activities mainly divided into general preparation and special preparation activities two parts, the general preparation activities including jogging, basic brain-storming, moving dynamic stretching, foam roller fascia relaxation and static stretching five parts, special preparation activities including basic techniques and specialized physical practice in two parts. Trampoline athletes ground preparation activities usually start from the general preparation activities, gradually transition to the combination of special and injury prevention targeted physical exercise and basic technical movements, general preparation activities adopt dynamic and static combination; the athlete arranges the moderate intensity activity when the ground prepares for the activity, the purpose is to adapt to the competition site and the equipment, focuses on activating the vulnerable parts and the surrounding muscles, adjusts the body function state to make it reach the best competitive state; During the ground preparation activities for two days before the competition, the athletes mainly practiced technical movements, supplemented by physical exercises. the ground preparation activities of each provincial team have certain characteristics, but the content of some provincial teams is not perfect, the movement is not standard enough, and the enthusiasm of athletes is not high. In view of the above problems, provincial and municipal teams should make gradual progress in the design of ground preparation activities according to the special characteristics, so as to establish the correct power chain conduction in each link of the body and ensure that the functional state of trampoline athletes can meet the requirements of the special technology [7]. It is necessary to strengthen the supervision of athletes' pre-competition preparation activities; Some games should be added to liven up the atmosphere and make the content more diversified.

3.1.2 Online preparation of activities

Excellent trampoline athletes prepare online activities in China all dance practice, carried on the vertical movement practices a week, the first set of complete set movement practice, the second set of complete set of movements, only part of the athletes in a single difficulty movement practice, there are some athletes did not do the combination action of exercise, but in the practice mode of male and female athletes still exist certain differences. There are six main modes of men's athletes' practice: the first mode is vertical jump - one week of movement practice - the first set of movement practice - the second set of movement practice; the second exercise mode is vertical jump - one week movement exercise - the first set of movement exercise - combined movement exercise - the second set of movement exercise; the third exercise mode is vertical jump - one week of movement exercise - the first set of movement exercise - single difficulty movement exercise - combined movement exercise - the second set of movement exercise; the fourth exercise mode is vertical jump - one week of movement exercise - combined movement exercise - the first set of movement exercise - single difficulty movement exercise - the second set of movement exercise; the fifth exercise mode is vertical jump - one week movement exercise - the first set of movements exercise - single difficulty movement exercise - the second set of movements exercise; the sixth exercise mode is vertical jump - one week exercise - combined exercise - first set of exercise - second set of exercise. It shows that the practice patterns of male athletes' online preparation activities in the two days before the competition are relatively diversified, but some athletes' practice patterns are also the same, which is a consensus formed by long-term training.

There are three main training modes for women athletes: the first is vertical jump - one week of movement practice - the first set of movement practice - the second set of movement practice mode; the second is vertical jump - one week of movement exercise - the first set of movement practice - single difficulty movement exercise - the second set of movement exercise - combined movement exercise - the second set of movements exercise mode; the third kind is vertical jump - one week movement exercise - the first set of movements exercise - single difficulty movement exercise - the second set of movements exercise mode.

3.2 Analysis of stage preparation activities

3.2.1 Contents of pre-recording preparation activities

Through the observation and sorting of the preparation activities of athletes before the inspection, it can be seen that the athletes of all provinces and cities arrange the preparation activities by themselves before the inspection, which can be seen that the time and content of the ground preparation activities of athletes before the inspection are relatively free. Most of the athletes' activities include jogging - basic freehand exercises - dynamic stretching between runs - specific physical exercises, and a few athletes only do some of these activities. Compared with the ground preparation activities for two days before the competition, the specific content of the preparation activities before the inspection is basically the same, but the amount of activity is relatively small, the purpose is to fully activate the body function, save physical strength, and prepare for online preparation activities and competitions.
3.2.2 Prepare for activities 20 minutes before the competition
Adult male athletes for 20 minutes before the game exercises below the average number of online teens men athletes, young man athlete online number to an average of 2.77 times, from the field observation to the adult male athletes in practice when not enough intensity, and empty for a long time, should improve the efficiency of the exercises in the limited time, make its faster into the game. The average number of Internet surfing times of adult female athletes is more than that of adolescent female athletes, which is 3.22 times and 3.67 times, indicating that adult female athletes are more reasonable in using their time.

The proportion of the second set of movements of male athletes (73.96%) is higher than that of the first set of movements (26.04%), and the proportion of the second set of movements of female athletes (67.23%) is higher than that of the first set of movements (32.77%). There is a big difference between the two sets of movements of male and female athletes, and they prefer to practice the second set of movements. It shows that the athletes have a solid grasp of basic movements and prepare for 20 minutes before the competition to improve the success rate of voluntary movements.

3.2.3 Prepare activities while waiting in the waiting area after the start of the competition
Due to the particularity of trampoline project, after the start of the competition, the athletes in accordance with the entry order, when the first athlete on the stage, the rest of the athletes must quit the competition site, to the waiting field. By observing the behavior of athletes waiting in the waiting field, we know that athletes should first wear clothes and pay attention to keep warm when waiting in the waiting field. The second is to do some simple physical activities. For example, Gao Lei will do plank when waiting to improve his attention, dong Dong waiting for the small jump on his feet, with a simple hand stroke he wants to complete the complete set of movements, do know. The last is to adjust their physical and mental state.

In the process of trampoline competition, the achievement of good results largely depends on the athletes' physical and mental state before the competition [8], so the adjustment of the athletes' state before the competition plays an important role in the pre-competition preparation activities. The survey shows that 66.37% of athletes choose the method of self-suggestion for adjustment, indicating that success psychology and confidence consciousness is a skill that athletes focus on training and training [9]. 65.49% athletes chose breathing regulation methods, such as deep breathing, slow breathing, consciously extending breathing time and regular breathing. 42.48% of athletes use the method of attention transfer to transfer their negative emotions to other aspects, and turn the negative into positive; 39.82% of the athletes chose the method of simulating the previous competition scenes for adjustment, 20.35% of the athletes chose the method of recalling the previous competition or practice scenes for adjustment; 38.05% of the athletes chose music relaxation method to adjust, good music can improve the mood of athletes, stimulate the motivation of athletes. Only 1.77% of the athletes used other methods to adjust.

4. CONCLUSIONS AND SUGGESTIONS
4.1 The Conclusion
4.1.1 in the ground for 2 days before the activity of the athletes general preparation activities including jogging, basic brain-storming, moving dynamic stretching, static stretching and foam roller fascia to relax, special preparation activities mainly include the basic techniques and specialized physical exercises, various provinces and cities ground preparation activities has certain characteristics, but some provinces and cities of the imperfection of the content, the movement is not standardized enough and the enthusiasm of the athletes is not high.
4.1.2 The preparatory activities on the network two days before the competition take up a large proportion, mainly consisting of vertical jump, one-week exercise, the first set of exercise and the second set of exercise, supplemented by combination exercise and single difficulty exercise. There are some differences between male and female athletes in practice mode, male athletes have more types of practice mode, while female athletes have more concentrated practice mode.
4.1.3 The platform preparation activities of athletes are mainly divided into three parts: before registration, 20 minutes before the competition and waiting time after the competition starts. Before registration, athletes do simple ground preparation activities, the specific content is the same as the ground preparation activities of the two days before the competition, but the amount of activity is small. 20 minutes before the competition, athletes mainly practice combined movements and complete sets of movements. Female athletes use the Internet more than male athletes on average.
4.1.4 After the start of the race, the athletes should wear clothes and keep warm. Secondly, simple physical activities; Finally, self-suggestion method (66.37%), respiratory regulation method (65.49%), attention transfer method (42.48%), simulation training method (39.82%), music relaxation training method (38.05%) and representation reproduction method (20.35%) were used to regulate the state of mind and body.
4.2 suggest
4.2.1 To enhance the "actual combat" of pre-match preparation activities, the overall arrangement of pre-match preparation activities should be closely combined with the competition, enhance the "practicability" of pre-match preparation activities, so that athletes can better adjust their state and reduce the probability of sports injury.
4.2.2 Arrange the load of pre-match activities scientifically and reasonably, the preparation time of two days before the competition is different from that of the stage. It is necessary to reasonably control the practice load and arrange the practice time, so as to better achieve the effect of the pre-competition preparation.
4.2.3 Reasonable planning and design of pre-match preparation activities should be based on the athletes' own

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conditions and the characteristics of trampoline, so as to make the content of pre-match preparation activities more reasonable and diversified, so that the athletes can enter the best competitive state as soon as possible.

REFERENCE
Abstract: At present, vocational colleges are vigorously promoting the pilot work of "1+X" certificate system. In order to organically integrate the relevant content of vocational skill grade standards into professional course teaching, it is necessary to adjust and optimize the professional talent training program, and realize the integration of "X" on the basis of ensuring the quality of "1" talent training. Promoting the "three education reform" of teaching materials, teachers and teaching methods is a necessary way to deepen the integration of industry and education, as well as a strong guarantee to effectively improve students' skill level and market competitiveness. At the same time, it is also an internal requirement to promote the integration of courses and certificates and organically integrate academic certificates and skill certificates. This paper tries to explore the concrete measures of the reform of the three education in higher vocational colleges from three aspects: the construction of professional teaching staff, the reform of teaching materials and the compilation of school-based teaching materials, and the theoretical and practical teaching methods.

Key Words: 1+X; Course Certificate Integration; Automotive Major; Three Religions Reform

1. INTRODUCTION
In this paper, the author took office the certificate of "1+X" commercial vehicle sales service construction as the breakthrough point, to car professional group of construction as the carrier, guaranteed by reform and innovation of teachers' team, to study the professional group of teaching staff construction, teaching reform and school-based teaching material preparation, teaching theory and practice of teaching from three aspects and the "1+X" docking, the problems of financing by documentary evidence To explore the scientific and perfect evaluation mechanism of the "three education reform" and the specific measures for the integration of "1+X" documents and certificates, and the seamless connection between students' study in school and work out of school.

2. MAJOR EXISTING PROBLEMS
Taking the author's school as an example, there are still many problems to be solved in the process of implementing the "three education reform" under the background of the "1+X" certificate system. From the perspective of teachers, the number of professional teachers in some specialties of our college is small, the professional title, educational background and age structure of the teaching staff is unreasonable, the proportion of double-qualified teachers is low, the middle-aged and young teachers with high professional title and educational background are in short supply, and they lack practical experience in corresponding enterprises, and the unreasonable integration and modular teaching design ability. From the perspective of teaching materials, the standards and norms of teaching materials formulated by our college are not clear, the selection of teaching materials is quite random, the updating of teaching materials is seriously out of step with the technical development of relevant majors and enterprises, and the practicability, scenarioization and refinement need to be further improved. From the perspective of teaching methods, our school has not completely broken through the knowledge-based teaching mode, and there is more cramming theory teaching. the use of mobile Internet, big data, virtual classroom, flipped classroom, MOOC micro-class and other carriers is still a mere form, and students' subjective motivation is not stimulated.

3. PAY ATTENTION TO THE CONSTRUCTION OF TEACHERS' PROFESSIONAL CONNOTATION AND BUILD A FIRST-CLASS TEACHING STAFF
On the one hand, starting from the introduction of teacher talents, create a good talent introduction mechanism, attract technical experts and operational experts in the automobile industry, directly enrich the teacher team, and inject fresh blood into the professional skills training of professional teachers. At the same time, full-time and part-time teachers can also be recruited from the front-line technical posts of automobile enterprises, or the training teachers can be selected from the outstanding winners of national and provincial skills competitions.

On the other hand, the pilot work of "1+X" commercial vehicle sales service should be taken as an opportunity to fundamentally strengthen teachers' professional comprehensive skills, empower them, comprehensively improve their professional literacy and professional ability, and make teachers really strong. Schools should actively establish industry-university-research training institutions for professional teachers, build learning exchange platforms, provide docking channels, and carry out extensive teaching exchanges between teachers and schools. Let every professional teachers make full use of his spare time (weekend, summer and winter vacations,
etc.) into the car companies and 4 s shop on the line, to participate in specific automotive engineering project implementation process, understand the technical difficult point of treatment measures and solutions, and participate in automobile enterprise technical innovation, technical services, improve professional teachers' innovation ability and practice ability, temper their professional skills.

4. DOCKING SKILLS LEVEL CERTIFICATE STANDARDS, OPTIMIZING LEARNING CONTENT, AND VIGOROUSLY DEVELOPING NEW TEXTBOOKS

In view of the current implementation requirements of "1+X" certificate, the traditional course materials have not adapted to the requirements of the certificate training. Shandong industrial vocational college professional group of car is the cooperation with enterprises in the original writing of school-based teaching materials and training materials, etc, on the basis of practical teaching, invited some university-enterprise cooperation unit, auto industry experts to discuss writing textbooks, and combined with the current industry development trend and technology updates, build the project course, diversified resources, Actively develop and organize loose-leaf, manual and other online and offline integration of "three-dimensional" teaching materials.

At the same time, the commercial vehicle sales service certificate training content into the relevant teaching material system, actively build the relevant network learning platform, speed up the construction of online teaching resources, enrich online learning resources. In close connection with vocational skill level standards and professional teaching standards of vocational education at all levels, a number of high-level course modules are launched, and with the help of modern information technology, the "1+X" certificate digital platform is established. Students can conduct online learning or simulation training by on-site scanning code on mobile phones and logging in to the network platform. It realizes the organic connection between resources on the cloud, new teaching materials and on-site equipment, and uses fragmented time for information learning. Students have good feedback after using it.

5. ACTIVELY PROMOTE THE REFORM OF TEACHING METHODS AND STRENGTHEN "1+X" VOCATIONAL SKILLS TRAINING

With the promotion of "1+X" vocational grade certificate system and what teaching method to adopt, professional teachers should especially think about the teaching reform of professional courses. Teaching method is the path of professional curriculum reform and the core of the whole teaching, the reform of teachers and teaching materials needs to be realized through the reform of teaching mode, teaching methods and means. Aimed at the core of the professional group of accomplishment - car and commercial vehicle sales service, is an important basic capability of automobile industry, the need in the process of professional training a lot of knowledge accumulation, the formation of professional thinking, quality, attitude, professional skills, professional experience, etc., is not achieved overnight, need to constantly osmosis, gradually improve, so it attaches great importance to teaching innovation.

The implementation of "1+X" certificate system itself requires relevant industries and enterprises to connect with vocational education, participate in vocational education, and highlight vocational skills. It is necessary to change the "knowledge teaching" in schools to the strengthening of "vocational skills", and to change the mechanism of theoretical knowledge to the operation of practical knowledge. Commercial vehicle sales and service in the "1+X" in the vocational skill training, to further implement the "work-integrated learning, the unity of" talent training philosophy, adhere to the "to learn to teach, learn teaching" after "do in middle school, teaching", adhere to the curriculum overall implementation with learners as the center, teaching centering on the research method, curriculum evaluation to learning as the center. Pay attention to the enhancement of students' ability to actively find and solve problems, pay attention to the cultivation of students' awareness of independent learning, pay attention to the cultivation of students' practical training and operational ability. Taking the certificate of commercial vehicle sales service as an example, with the deepening of the reform of the Three Education sectors, Shandong Vocational College of Industry takes the initiative to invite the front-line engineering and technical experts of automobile enterprises outside the school to carry out remote video teaching with the help of network information technology to connect with the engineering site and jointly create a "double-teacher class". With real work cases as the carrier and vocational skills practice training as the starting point, let students learn with tasks and requirements, so that the learning purpose is more clear, learning initiative and enthusiasm is stronger.

REFERENCE


A Study On the Use Of New Media To Guide University Students In Their Employment

Yufangchen
Shandong Xiehe University, Jinan, Shandong, China

Abstract: the employment as the 19th report highlights the biggest livelihood of the people question, we need to adopt employment priority strategy and the positive employment policy, achieve higher quality, more full employment, especially the college graduates employment problem, general secretary of participation during the 13th session of the National People's Congress meeting three times emphasizes the university students' employment as a priority. In the post-epidemic situation, the employment of college students is not optimistic, and the use of new media to guide the employment of college students will play an irreplaceable role in promoting the employment of universities.

Key words: Post-Epidemic; New Media; College Students; Employment.

1. EMPLOYMENT BACKGROUND OF COLLEGE STUDENTS IN THE POST-EPIDEMIC ERA

According to data released by the Ministry of Education, the total number of college graduates in 2021 will reach 9.09 million, and 8.74 million in 2020, an increase of 350,000 over the same period last year. This is the first time that the number of college graduates in China has exceeded 9 million and hit a new record high. In the context of repeated outbreaks in China, it is undoubtedly more difficult for such a large contingent of college students to find jobs. COVID-19 has had a great impact on China's economic operation and industrial development. Under the current situation, promoting stable employment of college students is a top priority. In the post-epidemic era, how to do a good job in college students' employment and help them find jobs faster and better deserves the common attention of the whole society.

2. APPLICATION STATUS OF NEW MEDIA IN COLLEGES AND UNIVERSITIES

According to the 2021 China New Media Development Report survey, the young group is still the main force of the Internet at present. The student group is the main force of the Internet at present. The student group is the main force of the Internet at present. As long as the network can cover, students will not hold up in class. In order to keep students from attending classes, some schools even spend their own money to develop online teaching platforms. At present, new media platforms such as Tencent Conference, Douyin, wechat official account, Qzone and Bilibili are favored by college students [1].

3. PROBLEMS EXISTING IN THE APPLICATION OF NEW MEDIA PLATFORM IN UNIVERSITIES

Although new media platforms in the post-epidemic era are widely used in colleges and universities, and play an outstanding role in promoting teaching and scientific and technological progress, there are still some problems in their application in colleges and universities.

3.1 The new media platform in colleges and universities has weak functions

Some colleges and universities due to lack of professional research and development and operation team, the team members were mostly part-time students and teachers for a lack of professionalism, such as editing and publishing, photography and new media platforms at the back of the large data acquisition, integration, analysis, and so on are also very briefly, they lack professional learning and training, college campus functional weaker new media platform.

3.2 The content of new media platform is too rigid

The content released by the new media platform of colleges and universities is too rigid and lack of innovation. At present, the content on the new media platforms of colleges and universities, especially the official platforms, is mostly about national events, social hot spots, the central Committee of the Communist Youth League, school activities and other topics, which have established templates and are difficult to innovate. At the same time, under the influence of college platform reviewers, many colleges and universities are too conservative in their new media platforms in order not to make mistakes, and some innovative and novel expressions on the Internet may also be eliminated.

3.3 New media platform information is seriously insufficient

Most campus new media platforms have multiple platforms, such as official websites, wechat official accounts, Douyin, Bilibili, etc. These platforms operate simultaneously. In general, schools and secondary colleges operate them separately, but these two platforms lack optimal allocation of resources and severely insufficient information collection. Taking Shandong Union College as an example, the website operation at the current university level is taken charge of by the Propaganda Department of the Party Committee and the Youth League committee of the university. There is no special operation post set up in the secondary college.
which is generally managed by part-time counselors, and the main work of counselors does not include operation work. The operation work of the two levels of school and college is not fully connected, and the development of the operation work of each college is not satisfactory.

4. USE NEW MEDIA PLATFORM TO GUIDE COLLEGE STUDENTS TO EXPLORE WAYS OF EMPLOYMENT

In the context of post-epidemic situation, the guidance of new media and its professional technology for college students' employment will play a very important role in promoting the employment of colleges and universities.

4.1 Establish a new media platform specifically for college students' employment

College students' employment new media platform content professional and specialized. Big data information collection and analysis should be realized on this platform. On the platform, a professional college students' vocational ability assessment system can be established. Through this system, college students can see their job competency and suitable positions. At the same time, they can use the big data technology to accurately recommend suitable employment information, and strive to achieve human-post matching.

4.2 Strengthen employment guidance

Strengthen the cultivation of college students' career choice view through new media platform. In recent years, due to the improvement of family economic conditions, some fresh graduates have the idea of "not employment" and "slow employment", and some students in order to escape employment to take the postgraduate entrance examination, and even some of the students who failed in the postgraduate entrance examination, and even some of the students who failed in the postgraduate entrance examination still insist on "World War II" and "three Wars". New media employment platforms should share more successful alumni employment experience, actively train students' job-hunting skills, and guide college graduates to make full use of fragmented time to accumulate employment knowledge and improve their employability [2].

4.3 Accurate push of employment content

New media employment guidance platform should set up career planning, employment guidance, enterprise online interaction, employment information/case push and other sections to integrate information and achieve accurate push. It is necessary to collect massive information about recruitment of enterprises inside and outside the university, and integrate alumni and student and teacher resources. Online communication between students and employment guidance teachers can be realized through career planning and employment guidance. The online interaction of enterprises should pay attention to the examination of enterprises' recruitment qualifications and the protection of students' employment information.

4.4 To meet the needs of students in a hierarchical and diversified way

The new media employment guidance platform should do a good job in serving graduates, pay attention to updating information in real time, and meet the needs of students in a hierarchical and diversified way. The new media employment guidance platform should also match the campus culture of each university, highlight professional characteristics, precise positioning, highlight highlights, and innovate in a planned and thoughtful way [3].

New media employment platform is a new employment guidance tool, which has obvious advantages, but also faces challenges, such as excessive dependence on new media platform, the weakening of group consciousness of college students, etc., which will affect their career role transition, thus reducing the quality of employment. Therefore, in the post-epidemic era, we should make proper use of this platform to bring positive impact to the employment of graduates.

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REFERENCE

Research On the Value Implication And Practice Path Of Ideological And Political Politics In University Curriculum Under the Background Of "Internet +"

Li Qin Ding
Ningxia College Of Construction, Yinchuang, Ningxia 750021, China

Abstract: the emergence of curriculum ideological and political education has put forward new conditions for the innovation of ideological and political education mode and method in colleges and universities In our country, and ushered in new challenges in education. Under the background of "Internet plus", curriculum ideology and politics play a promoting role in setting up correct values for college students. This paper combines the key elements of ideological and political values of university courses under the background of "Internet +", carries out ideological and political values of university courses under the background of "Internet +" from various aspects, innovates its teaching system, teaching methods and teaching faculty team, and effectively meets the demand for ideological quality of talents under the background of "Internet +".

Key words: "Internet +"; Universities; Curriculum Ideological Politics; Value Implication; Path.

1. THE VALUE IMPLICATIONS OFIDEOLOGICAL AND POLITICAL THINKING IN COLLEGE COURSES UNDER THE BACKGROUND OF "INTERNET +"

1.1 Clear objectives and rich content
Curriculum ideological and political education focuses on helping students establish correct values based on the smooth development of curriculum knowledge teaching, and promoting students to achieve all-round development through curriculum teaching system, practice and network ideological and political teaching platform. At the same time, ideological and political education in class should be analyzed successively, and its content should be fully integrated into classroom teaching content and practical activities. With the help of curriculum ideological and political education, it is conducive to the combination of values and classroom teaching forms, and lays a foundation for the all-round development of college students. Under the implementation of new curriculum teaching reform, we must make full use of curriculum ideological and political education, innovate ideological and political teaching methods, and provide basic conditions for training high-quality professional talents. 1.2 Clear objectives and perfect structure
Under the background of the new education system, we should actively enrich educational resources, dig deeply into curriculum ideological and political resources, scientifically construct a student-oriented and new curriculum ideological and political education mechanism, effectively cultivate the self-confidence and cultural literacy of college students, and accelerate the further improvement under the long-term influence of new curriculum ideological and political. At the same time, the different discipline education resources into the ideological elements at the same time, strengthen the implementation of the course ideological education, carried out educational target, improve the level of education education [1]. 1.3 Attach importance to application and adapt to development
When carrying out ideological and political education in college curriculum, we should stand on the perspective of new curriculum reform, break through traditional ideological and political teaching methods, observe students' learning and development needs in real time, and fully implement the ideological and political work of new curriculum. First of all, to carry out collective education based on the concept of student-centered education, dig into ideological and political elements of various disciplines, and develop a complete curriculum ideological and political system, which is conducive to promoting students' ideological and political learning and promoting students to establish correct values. Secondly, from the perspective of students, we should deeply understand students' needs, scientifically use information teaching tools, develop ideological and political education knowledge contained in various disciplines, and form new ideological and political education ideas. Finally, enrich the course ideological and political practice mechanism, provide practical conditions for it, stimulate students' sense of responsibility. From life teaching, teaching tools, learning methods and other aspects to improve curriculum ideological and political teaching system, improve students' learning awareness, improve professional quality.

2. PRACTICAL PATH OF IDEOLOGICAL AND POLITICAL THINKING IN COLLEGE COURSES UNDER THE BACKGROUND OF "INTERNET PLUS"

2.1 build rich Internet education teaching system
Classroom is the main part of the curriculum education education implementation situation, the reasonable course education teaching mode can improve the ideological education level. At the same time, the contents and methods of teaching of many subjects will be different, which will seriously affect the progress of ideological and
political education. It is easy to integrate teaching resources for liberal arts courses, while it is difficult to plan courses for science and technology majors. Therefore, we should combine different disciplines to construct the ideological and political teaching model of curriculum under the background of "Internet +". To be specific, the literature discipline itself has a cultural and physical point, which is easy to mobilize students' learning motivation and set up correct values in teaching courses. However, for students majoring in science and engineering, daily learning is mainly about practical tools and does not involve too much humanistic knowledge, which adds great difficulty to science and engineering students. Therefore, when carrying out ideological and political education in the curriculum, students are required to have a certain foundation and carry out targeted teaching objectives, which will help students better realize the importance of ideological and political education in the curriculum [2].

2.2 Promote the construction of campus cultural activities
The integration of curriculum ideological and political "Internet +" era campus cultural activities, fully reflects the curriculum ideological and political teaching methods, improve the influence of curriculum ideological and political. There is a great difference between curriculum and classroom ideology and politics, which not only has explicit characteristics, but also contains implicit curriculum. However, a lot of curriculum ideological and political research focuses on surface curriculum, ignoring tacit curriculum knowledge. In order to perfect the curriculum ideological and political system, it must be integrated with campus cultural activities. With the rapid development of the Times, communication media are permeable and extensive, and become the key content of campus culture construction in the new era. Social tools such as wechat and Weibo are used to spread campus culture and effectively organize campus activities. At the same time, it can also be applied to ideological and political education in hidden courses, and imperceptibly carry out ideological and political education. In combination with the ideological and political education objectives of different campus cultural activities, campus cultural activities in the form of Internet can be built.

2.3 Creating effective open online courses
As MOOC provides free high-quality resources and efficient learning conditions for many college students, students can learn, share, complete homework and take exams through MOOC, forming a high-quality learning process. Therefore, MOOC is the basic condition for the reform of ideological and political teaching mode of "Internet +" course. It strengthens and improves the ideological and political resources of the course and provides important help for breaking through the traditional teaching methods of the course. In any learning environment, online course resources are needed to play a role.

MOOC learning must require students to have the ability of independent learning, especially in the implementation of students' leading role, to avoid the probability of dropping out if the course design is not ideal. According to the actual situation, MOOC provides required resources according to students' online time and page length, and actively forms big data to provide basis for course ideological and political planning. For students who are not interested in ideological and political goals, re-study and design the ideological and political content of the course with life, mobilize the enthusiasm of students to learn, improve the effect of ideological and political education.

2.4 Carry out ideological and political teacher training of "Internet plus" course
Under the background in the era of "Internet +" teaching, teacher training curriculum education education reform have become the necessary guidance, change the advanced education thought, and the combination of teachers' professional ethics quality, effectively enhance professional class teacher education accomplishment, to provide help for clear education education goals. At the same time, insight into the basic situation of university teachers' discipline and teaching effect, establish targeted teacher training programs, scientific use of "Internet +" advanced technology, establish informatization training platform, for different disciplines teachers to carry out "online and offline" training model, in-depth research and discussion on education under the background of "Internet +" course, Quickly find out their own practical problems of "Internet+curriculum ideological and political", clearly understand the importance of its development, and form a feasible and applicable "Internet+curriculum ideological and political" teaching mode, laying a solid foundation for improving teachers' ideological and political concepts [3].

3. CONCLUSION
Education system in order to build a "Internet +" course, must understand the new curriculum reform real-time specification, combined with different specialized student growth situation and learning needs, psychological characteristics, analysis of different professional curriculum content, constantly excavate ideological education elements, innovation education teaching method, the full implementation of the various disciplines of teaching, stimulate students interest, Resonate with students in knowledge, emotion, psychology and other aspects, provide help for students to establish correct values, speed up the realization of all-round development.

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The Relationship Between Board Characteristics And Listed Bank Performance In Our Country

Fang Han
Luoyang Normal University, Luoyang, Henan, China

Abstract: The purpose of this study is to understand the relationship between board characteristics and performance of listed banks in our country. This study proposes three characteristics of the board of directors, namely, the size of the board of directors, the proportion of independent directors and the number of board meetings. Bank performance is measured by ROA and roe.

Key words: Bank Performance; Return On Equity;

1. INTRODUCTION
1.1 Problem Statement
According to Fang, Lau and Lu et al. (2019), the competition in the country banking markets is increasing with stiff competition particularly in the area of deposit market, loan market and non-interest income market. With each bank having different board characteristics, this inferred that the bank profitability and performance are related to board characteristics as the management would need to formulate sound strategy to keep the banking business operating in the highly competitive environment.

Albeit the relationship between board characteristics and bank performance has been studied by different scholars, these previous studies (Dato, Mersland and Mori, 2018; Fernandes et al., 2018; Hakimi et al., 2018; Maio et al., 2020; Vieira, 2018; Yilmaz, 2019) did not focus on our country’s context. Hence, there is still limited research made to connect the bank performance of public listed banks in China with board characteristics. While the bank performance in our country plays a very important role in the China’s economic development, there is still a need to narrow down and close the literature gap by contributing to the body knowledge in the context of our country by delving into the relationship between board characteristics and listed bank performance in our country (Bendigeri and Hyderabad, 2020).

1.2 Research Questions
The research question (RQ) aims to evaluate the three characteristic factors of the board of directors that can affect the performance of listed banks in our country. This section establishes three (3) questions that are consistent with the research objectives. By answering these questions, the relationship between the dependent variable (DV) and the independent variable (IV) can be determined.

RQ1: Does board size have a relationship with listed bank performance in our country?
RQ2: Does the proportion of independent directors have a relationship with listed bank performance in our country?
RQ3: Does the number of board meetings have a relationship with listed bank performance in our country?

2 Literature Review
2.1 Banking Industry

Commercial banks play a key role in the economy both nationally and globally. According to Norrestad (2021), the quarterly market capitalization of the banking sector worldwide from the year 2016-2021 have an average of 6.6 trillion euros, with the first quarter of 2021 achieving 7.3 trillion euros.

Over the past two decades, the country banking market has been introducing foreign competition, which marked another important change in the banking market. With the gradual relaxation of rules and restriction on foreign national banks, foreign banks have generated significant profit (Chen and Vinson, 2016).

2.2 Bank performance
Garcia, Isabel, and Martinez et al. (2018) stated that there is a high degree of attention to business performance issues in academic and practical fields, and the decisive indicators of performance have not formed a recognized consensus on the theoretical level. In the process of company operations, whether the company can achieve sustained and high-speed development and obtain considerable benefits is largely determined by the ability of the manager (Mohammad, Esmaeili and Mojtaha, 2018).

Keeley (2019) believes that the effectiveness of a company is also affected by the resources it has, and whether it can seize good opportunities will also have a significant impact on the performance and effectiveness of the company. What criteria can be used to effectively judge the performance of an enterprise is a difficult problem to solve (Adams and Mehran, 2017).

Peter (2018) proposed an epoch-making concept - goal management and pointed out that although profit maximization is the company's main goal, it is not the only goal. The concept of goal management profoundly reveals the connotation of corporate performance management, over half a century, business performance management theory has developed rapidly (Shamsa, Kanduri, and Rahmani et al., 2019).

Chen (2019) mentioned that starting from the last century, some scholars in our country have begun to study the relationship between the compensation of bank managers and performance. It was not until the 1980s that this research made a breakthrough, that is, the creation of the principal-agent theory (Ma, 2017). However, different ownership structures (state-owned and non-state-owned listed companies) have differences in the implementation effects of equity incentives, and for non-state-owned enterprises, equity incentives have a positive impact on performance (Lin, Lu and Zhang et al., 2020).

2.3 Performance measurements
Although ECB (2010) has suggested to consider the intermediation function for banks such as the net interest
effectiveness to the financial data and to align with past literature (Farah, 2020; Ferrohui, 2017; Yeerken, 2018). According to CFI (2021b), different industries have different ROA. For example, for industries that are capital-intensive, the industries will have lower ROA as the industries require a high value of fixed assets for operations. In order for a company in a capital-intensive industry to have high ROA, the company needs to have high net income that is enough to offset the high amount of assets. However, there is a need to note the size of the bank, as analyzing bank profitability and performance should have different expectations for different-sized banks. According to Lukosiusnas (2017), smaller banks tend to focus on the local market, and can provide stability and limit risk, whereas bigger banks tend to take on more risks in different areas, which can potentially bring in a lot of cash and therefore higher ROE and ROA values.

2.4 Board Characteristic
Ozbek (2019) found through research that as the company becomes larger, coordination costs will also increase. To achieve the previous output level, the board must devote more energy and time (Badu and Appiah, 2017). Second, the chairman and general manager whether the two jobs are integrated, if the chairman and general manager are the same person, the chairman and general manager do not need to coordinate with each other because of the company's business decision-making issues (Ozbek, 2019). The number of meetings of the board of directors will be reduced, and the intensity of the board's behavior will be reduced (Badu and Appiah, 2017). Third, the company's previous performance level (Ozbek, 2020).

2.4.1 Board Size
The larger the board of directors, the smaller the company’s controllable accruals, that is, the lower the company’s earnings management level (Kao and Chen, 2017). At the same time, Nomran, Haron, and Hassan et. al. (2018) found through research that the increase in the size of the board of directors reduces the probability of facing class actions, the level of business performance of a company is negatively related to the number of class actions it faces. The larger the board size, the smaller the company’s controllable accruals, which can result in lower earnings management level (Kao and Chen, 2017). RQ2: In the report, some of the independent directors reported that the workload has increased and their focus has shifted more on the company's internal operations. The report also mentioned that more than 50% of the independent directors interviewed said that the companies they serve are getting involved or preparing to get involved in related emerging industries such as online banking, medical care, and e-commerce. This can be the reason why as the company has shifted its focus from profit generating to helping the needy in the midst of pandemic, the current data no longer align with past research.

RQ3: With the development of communication technology, it is more and more common for listed companies and banks to convene board of directors through the use of the internet. Accelerated by the impact by COVID-19 pandemic, many listed banks are conducting board meetings through online platforms, which contributes to the term called "cloud meetings" in our country. Hence, the number of board meetings is not significantly affected by the outbreak of pandemic, which can be the reason why the finding of this study is consistent with past literature even if COVID-19 has affected most of the business unprecedentedly.

REFERENCES
The Application Of Action-Oriented Teaching Method In Primary English Teaching Methodology Of Five-Year Normal School

Heng Hu
Jiujiang Vocational University, Jiujiang, Jiangxi, China

Abstract: with the rapid development of our country's economic and social, economic and management modernization level of ascension, aiming at the current development of new pattern, under the condition of big environment, the teaching idea of our country is in the unceasing change, especially in the modern classroom and teaching practice in the process of some teaching mode of thinking, and put forward some new ideas in the form of teaching reform. Under the background of our country's current information technology level becoming increasingly mature, developed and stable, traditional teaching methods have been difficult to effectively integrate with the current classroom form, so it is necessary to innovate classroom teaching methods to promote students' enthusiasm in learning the classroom. Based on this, this paper will carry out research on the application of action-oriented teaching method in primary English teaching methodology of five-year normal school, carry out theoretical analysis from multiple perspectives, and draw effective conclusions, hoping to bring effective carry out theoretical analysis from multiple perspectives, and draw effective conclusions, hoping to bring effective carry out theoretical analysis from multiple perspectives, and draw effective conclusions, hoping to bring effective conclusions.

Key words: Action-Oriented Teaching Method; Five-Year Normal Education; Primary School English Teaching Method

1. INTRODUCTION

Action-oriented teaching method from the point of the literal, is to "action orientation drive" as the main forms of expression, in combination with the practical situation of the development of the students, with the actual teaching material content for reference, and set up the corresponding tasks, teachers cloth through constant guidance and encouragement, let the student smoothly to complete the task, and eventually to achieve the ultimate goal of the teaching goal [1]. Combining with the actual situation of students in the learning process, practice is an effective way to test their theoretical knowledge. In the process of practice, learn who can find their own shortcomings in time and correct them. Action-oriented teaching method requires teachers to stratify the teaching process to students in the process of teaching, so as to reduce major issues and promote the healthy development of students.

First, the necessity of action-oriented teaching method in English teaching of five-year normal schools

The scientific and reasonable application of action-oriented teaching method in the five-year school English teaching method can promote students' enthusiasm for English learning and stimulate students' interest in learning. Action-oriented teaching method can concretely present the actual teaching situation in front of teachers, make the traditional single classroom form of teaching vivid and interesting, and unconsciously form students' interest in independent learning, taking the initiative to learn and solve problems they encounter [2]. After the students take the initiative to successfully complete the task, the teacher give some encouragement and praise, encourage students confidence in learning, let the students have confidence and joy from the deep heart's core, fully arouse the enthusiasm of learning, in the process, the action-oriented teaching method effectively USES in the five-year normal school English teaching method, students' knowledge skills can effectively, In the continuous exploration of knowledge, they can construct the structure of knowledge understanding independently. In addition, using this method can also enable teachers to teach students according to their aptitude, and effectively cultivate students' practical ability and innovation ability.

2. SECOND, THE PRACTICAL APPLICATION OF ACTION-ORIENTED TEACHING METHOD IN THE FIVE-YEAR NORMAL SCHOOL ENGLISH TEACHING METHOD

2.1. Update the concept of English teaching

The application of action-oriented teaching method to the five-year normal school English teaching method can effectively give play to its main advantages, effectively renew the original English classroom teaching mode, eliminate the traditional old teaching methods, and establish a new teaching concept in line with the current development trend. Give full play to the real subjectivity of students in class [3]. At the same time, the teacher will be action-oriented teaching scientific and reasonable use of to the five-year normal school teaching, the teachers to be able to effectively change the teaching idea, in English language teaching for teachers in combination with the actual situation on the timely and effective to your related problems encountered in the teaching process to make adjustments in a timely and effective manner, teaching method and combining with actual innovations. To effectively meet students' needs in the learning process from multiple aspects. In addition, teachers should not
only study students' theoretical knowledge, but also strengthen relevant training in practice, the effective combination of the two can promote students' Comprehensive English ability to be comprehensively improved in English learning.

2.2. English teaching through task-driven and group learning

Before the classroom teaching, teachers are lessons, teachers should not only in preparing section will be in the process of English teaching content and teaching target for effective design, combine knowledge in the textbooks of learning and learning difficulties mainly, targeted for the design of the task, and effectively applied to the practical teaching link [4]. In addition, before teaching, teachers can divide students into groups, distribute the designed English questions to each group in turn, and then give corresponding time to think and discuss. Finally, each group member will send a representative to answer the questions. Teachers in solution can be found in the process of students' deficiency, after students answer all the questions, teachers problem summary, and the explanation, the difficult points in the process, and allows students to effectively divergent thinking ability, also can attract the students interest in learning, enhance their ability, potential within the person we teach students fully and effectively.

2.3. Improve English teaching methods and improve students' English learning ability

The application of action-oriented teaching method to specific English teaching not only meets the requirements of the current national new curriculum reform, but also reasonably improves the English teaching method, gives play to the real subject role of students in English class, and promotes the improvement of English teaching quality. In the process of using the action-oriented method in the actual classroom, relevant teachers carry out smoothly around the teaching activities adhering to the concept of doing everything for students. Teachers combine the multimedia equipment in class to effectively display each lesson and present the teaching content to students in a variety of ways such as pictures, videos and audio, which not only enrich the classroom content but also effectively improve students' interest in Learning English. In the face of colorful English classes, students' logical thinking ability and ability to solve practical problems have been improved, and their learning efficiency and academic performance have achieved remarkable results on the whole.

3. CONCLUSION

To sum up, the five-year normal behavior orientation teaching method applied in primary school English teaching reform, gradually in the process of teaching practice to extensive use, make learners of English comprehensive application ability to solve the problem step by step to effective training, to solve practical problems step by step to improve the learning efficiency, It ADAPTS to the requirements of the new talent training mode in our country's current education and social development and the new characteristics of English majors in universities and colleges in our country [5]. Through its further upgrading and development, behavior-oriented teaching method has been applied in various professional fields of teaching and classroom management. It makes up for the defects and deficiencies in the traditional classroom, wins the recognition of teachers and students, improves students' enthusiasm in the relevant classroom to a large extent, and effectively helps students to master English knowledge.

REFERENCES

Application Of Stratified And Classified Teaching Method In Gymnastics Teaching In Colleges And Universities

Yongze Hu
Sports Department, Lanzhou Jiaotong University, Lanzhou, Gansu, China

Abstract: Under the new situation, with the acceleration of the pace of education reform, the teaching concept of physical education in colleges and universities has gradually changed. Teachers should respect the individual differences of different students and optimize the traditional teaching methods. According to the teaching method of stratification and classification, different teaching objectives are put forward to improve the teaching level, enhance students' physical quality and maintain effective social development service. On the basis of teaching students in accordance with their aptitude, arouse students' interest in gymnastics class and maximize the quality of teaching.

Key Words: Hierarchical And Classified Teaching Method; College Gymnastics Class; Application

1. INTRODUCTION
Since the "national Fitness program outline" has been implemented, gymnastics teaching model has also undergone significant changes. Gymnastics is precisely a highly competitive event, which can establish a new image of itself on the world arena and enhance people's national pride and cohesion, with specific fitness, entertainment and competitive characteristics [1]. the gymnastic teaching in colleges and universities also needs to be combined with the reality, and keep in line with the implementation of the social nationwide fitness plan, and effectively connect with the teaching content in colleges and universities. The teaching method of transmission under the traditional concept can no longer meet the current development needs. On the basis of hierarchical and classified teaching method, it is necessary to suit students of all levels to learn technical movements, stimulate students' interest in learning gymnastics from the perspective of fitness and entertainment, and help students establish a lifelong development concept to the maximum extent.

2. APPLICATION OF STRATIFIED AND CLASSIFIED TEACHING METHOD IN GYMNASTICS TEACHING IN COLLEGES AND UNIVERSITIES
2.1 Methods of classification of teaching objects
Stratified and classified teaching is based on the "people-oriented", according to the gender of students, personality psychological characteristics, physical quality, learning style and acceptance ability and other influencing factors, the reasonable formulation of teaching content, the establishment of multi-level teaching objectives. At the beginning, the teacher needs to have a reasonable understanding of the students' recent development area and find the key to layered teaching. Most of the movements need to be performed in combination with the assistance of equipment, and the safety of the students is ensured. Students not only need to have high physical quality and psychological quality, but also need to combine the differences among students, effective division, scientific classification of students. Male arms flexion and extension, dangling legs, handstand and body forward bending, and female double up, handstand and body forward bending, all need to be combined with certain indicators. It is not only necessary to cultivate students' psychological qualities such as courage, indomitably and decisiveness, but also to solve students' psychological obstacles and provide basic preparation for their future development [2].

2.2 Establishment of stratified and classified teaching objectives
Basic knowledge, techniques and skills, as well as explanations, demonstrations and other related content, are required to implement the docking of teaching objectives according to a certain logic. In different levels, find different problems, integrate key and difficult parts, help students establish the confidence of learning, let students in the basis of edutainment, get more progress and development. For comprehensive condition on the low side of the students, teachers need to guide students to master the basic knowledge, at the time of training, need on the basis of the actual game and case, a reasonable explanation, analysis of the need to increase the security and protection of parts, correct some common mistakes existing in the practice, to help students improve basic skills, complete the teaching goals, develop good exercise habits. Form the concept of lifelong sports. For students with moderate comprehensive conditions, teachers need to guide students to master basic knowledge first, and on this basis, focus on improving students' technology and skills. In the actual training, participate in the competition and social guidance, learn to think independently. Combined with the existing problems in practice, reasonable analysis, targeted development of effective solutions. For students with better comprehensive conditions, they not only have solid basic knowledge, but also have good psychological quality. Teachers need to help students to expand their knowledge on the basis of the original, and develop in the direction of excellence and innovation.

2.3 Implementation of stratified and classified teaching process
In gymnastics teaching, teachers need to analyze the comprehensive situation of students' knowledge, skills and physical quality on the basis of student-oriented. According to different levels of students, flexible use of diversified teaching methods, optimize teaching methods, optimize teaching content. In the path of "stratified teaching objective -- classified practice -- classified guidance -- summary", it embodies the characteristics of popularity and professionalism of gymnastics. For example: bare gymnastics, light apparatus gymnastics, special apparatus gymnastics and so on belong to the category of gymnastics basic content. the competitive content needs to be optimized according to a certain level. For example: in the implementation of "vault project" training, can be divided into run-up, board, jump, the first airborne, push hands, the second airborne, landing and other steps. the run-up can also be divided into several details, such as the run-up distance, rhythm and speed. the forward roll splits the leg up, and needs to be analyzed at three different levels in a certain order: the first level needs to complete this action, the second level needs to complete the split leg sitting and hip lifting action, and the third level needs to increase the coordination and coordination between the first and second levels [3]. In practice, there will be other factors, which need to be reasonably implemented based on the actual situation to ensure that students at different levels can achieve different levels of improvement on the original basis [4].

2.4 Assessment of stratified and classified teaching
In the course of gymnastic stratified and classified teaching assessment, it is necessary to establish teachers' assessment content and students' assessment content on the basis of diversified assessment. On the basis of process evaluation, these contents should be reasonably implemented from different aspects of theory, operation and practice. Transfer, demonstration, explanation need to be combined with the assessment of the situation, customized indicators and standards. Pay attention to the individual development of students, effectively mobilize the enthusiasm of students to learn, meet the dual prompt of physical quality and psychological quality. In the implementation of stratified gymnastics teaching, we should also pay attention to the dynamic stratification of students, share all kinds of teaching resources, timely psychological counseling. Make clear their own advantages and development direction, adjust the form of students, analyze the change of ideas, and tap the inner potential of students.

3. CONCLUSION
With the progress of society, gymnastics teaching needs to analyze the differences of students' psychological characteristics, learning ability and physical quality on the basis of student-oriented. For different types of students, reasonable selection of corresponding teaching content, optimization of teaching methods. Analyze these problems from a diversified perspective, find the convergence point of the two integration, implement different levels of goals and indicators, maintain timely psychological dredge, establish a dynamic development path, so that students at different levels can obtain different degrees of progress, improve the corresponding comprehensive literacy.

REFERENCE
A Study On the Teaching Methods Based On Pacte Translation Model

Xuesong Huang
The Tourism College Of Changchun University, Changchun, Jilin 130000, China

Abstract: With deepening the translation education research, the comprehensive translation ability of translation talents has attracted more and more attention. The innovation of translation teaching mode based on pact translation ability model can effectively improve students'translation ability and improve the quality of translation talent training by relying on the reconstruction of curriculum system and taking the cultivation of five sub abilities of pact translation ability as the main line. This paper first analyzes the five sub-abilities involved in pact translation ability model, and then explores the teaching model from the two aspects of curriculum system construction and teaching methods.

Key words:English Teaching; The Connotation Of Pact Translation Competence Model; Countermeasure

1. INTRODUCTION
With the development of society, the demand for translation talents is increasing, and the quality requirements for translation talents are becoming more and more strict. Whether based on the social demand for talents or the internal development needs of students, it is imperative to pay attention to English translation teaching and improve students'translation ability. The reconstruction of the translation teaching system based on the five sub abilities of pact translation ability plays an important role in promoting the improvement of the comprehensive quality of translation talents.

2. FIVE SUB-CAPABILITIES OF PACT TRANSLATION CAPABILITY MODEL
2.1. Bilingual ability
Based on the flexible application of our country mother tongue, being able to skillfully use another language is the so-called bilingual ability. Qualified translators must have bilingual ability to correctly understand and translate the translation. The bilingual ability of translators directly affects the quality of translation. Students have a narrow range of our country knowledge, less reading of the original English text, insufficient language accumulation and less situations in which they can express in English are the manifestations of their weak bilingual ability.

2.2. Super-language ability
The translation process involves a wide range of knowledge, and only bilingual ability is far from enough. Translation talents need to have super language ability, that is, the knowledge of politics, history, customs, religion, geography, culture, finance and law of the two countries, and improve their translation ability through the common support of common sense and professional knowledge.

2.3. Professional ability
When translators are translating, mastering industry knowledge and relevant tools are collectively referred to as professional ability, mainly including the use of corpus, glossary, translation machine and so on. Effective translation tools can interpret the provided translation scenes in different dimensions, so as to help translators understand and reconstruct the translation content, and finally improve the translation speed and quality.

2.4. Psychological ability
Psychological competence is the cognition and translation carried out by translators through their understanding of psychological activities in the process of translation. Especially in the process of interpretation, the psychological activity skills in psychological ability can help translators master the translation background and judge through memory and logical reasoning, so as to make the translation closer to the real situation.

2.5. Conversion capacity
Transformation ability is the ability of translators to switch between the original text and the translation calmly. Translators need to show the translation on the basis of understanding the original text. During the transformation, translators should pay attention to the recipient's acceptance and understanding of the translation, in order to improve the effect of translation on the basis of maintaining the original flavor.

3. TRANSLATION TEACHING STRATEGIES BASED ON ACATE TRANSLATION COMPETENCE MODEL
3.1. Reconstruct the curriculum system
In the process of constructing the curriculum system, we should reflect the universality and practicality of translation teaching. the purpose is to highlight the cultivation of five sub abilities of pact translation ability based on general courses, professional courses, personality courses and practical courses. First of all, rely on general courses to cultivate students'psychological ability, the setting of general education courses is mainly to cultivate students'basic literacy, so that students can develop their speculative ability, social adaptability and problem-solving ability on the premise of mastering the basic knowledge of translation, so as to switch freely between our country and English. Secondly, rely on professional education to cultivate students'super language ability. Professional courses include subject basic courses, professional core courses and professional direction courses. Among them, English grammar, pronunciation, modern our country, ancient our country and other related courses can help students consolidate their knowledge foundation, while English audio-visual, writing and interpretation can help students consolidate their ability to use tools. Thirdly, rely on personalized

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courses to cultivate students' transformation ability. Personalized curriculum covers diversified curriculum contents. It is a planned curriculum based on students' preferences, which can promote students' employment on the basis of broadening students' knowledge. Relying on practical courses to cultivate students' professional ability. Translation teaching is inseparable from practice. Students can effectively improve their professional ability only by doing translation practice on the platforms provided by teachers, such as interpretation workshop, translation workshop and professional practice.

3.2. Determine teaching objectives
Translation teaching based on pact translation ability should clarify the teaching objectives, integrate the five sub abilities of pact translation ability into the teaching objectives, and help students complete their learning tasks through the design of teaching activities. Teachers first have a certain understanding of pact translation ability, and then guide students to master five sub abilities based on goals in classroom teaching. Teachers should understand students' own abilities and adjust their goals based on their weaknesses. The purpose is to help students make up for their shortcomings in the process of achieving their goals. The determination of goals can improve students' ability of subject analysis. Students' translation learning is mainly based on barrier free communication with text authors. Through the setting of objectives, students can master the connotation of the text on the basis of investigating the background of the translated text, determine the translation skills, and then make the translation more targeted.

3.3. Stimulate students' motivation
When translating, students will be unfamiliar with background knowledge, lack of professional terms, lack of vocabulary, and lack of thorough comparison between English and our country, which will affect the quality of translation. The translation teaching based on pact translation ability should first stimulate students' interest and motivation, enhance students' confidence and enable students to actively participate in the process of classroom learning. Only when students are interested in translation learning can they explore independently. Teachers can provide students with original materials such as time magazine, Newsweek, the times and the guardian for students to translate. Students mark the words or sentences they don't understand in the translation process, and then discuss them in class. Through the accumulation of original text translation and the training of translation skills such as grammar, vocabulary and rhetoric, students can effectively improve their translation ability.

3.4. Establish innovative teaching mode
The translation teaching based on pact translation ability should adhere to the teaching concept of integrating learning and application, and cultivate students' self-evaluation and critical ability through the expansion of extracurricular knowledge and the use of translation tools. the wider the students' knowledge, the deeper their understanding of the translation theme and the more accurate their expression of translation. Teachers should strengthen the integration of culture related materials in teaching in order to help students accumulate extracurricular knowledge. Teachers should also guide students to use translation tools in order to improve students' translation efficiency and avoid students being bound by professional vocabulary in the process of translation, resulting in inaccuracy of translation. Teachers should pay attention to output and input, and carry out teaching design with practicality as the carrier.

4. CONCLUSION
The improvement of students' translation ability is not achieved overnight, but needs to be accumulated for a long time. The innovation of translation teaching based on the five seed abilities of pact translation ability model can make the precise positioning of translation teaching, reconstruct the curriculum system on the basis of mastering the latest needs of the society for translation talents, stimulate the learning motivation of students based on the teaching objectives, and finally cultivate excellent translation talents for the society based on the innovative teaching mode.

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REFERENCES
A Study On the English Translation Of Tour Guides In Chongqing Tourism Publicity Under the Background Of the Belt And Road Initiative

Fei Li
Chongqing Institute Of Engineering, Chongqing, China

Abstract: the area along the way as the "silk road economic belt" and "Marine silk road" in the 21st century, is the important economic strategy in our country, mainly by means of the ancient silk road route and culture, along with form good economic cooperation relationship between countries, in order to build a community of fate, along the country to promote common development. Based on the study of the importance of the translation of urban publicity, this paper puts forward the principles of chongqing external publicity translation, so as to promote the progress of chongqing external publicity translation.

Key words: Belt And Road; Chongqing; Heralded; Translation

1. INTRODUCTION

As an important economic and cultural development city in our country, Chongqing's long history and developed economy create conditions for its tourism development. In the context of the Belt and Road Initiative, more and more foreign tourists are willing to travel to our country, so it is particularly important to do a good job in the translation of tour guides for tourism promotion. Therefore, this paper aims to study the English translation of tour guides for tourism promotion in Chongqing under the background of the Belt and Road Initiative.

2. TRANSLATION OF URBAN PUBLICITY

2.1. In this era of rapid development, the economic and cultural exchanges between our country and other countries are increasingly close.

In order to attract more foreign tourists, it is particularly important to optimize the translation of urban publicity in order to develop tourism economy. In general, urban publicity should follow the general principles and policies of the Party and its foreign affairs, and create a true color and vivid image of China's politics, economy, culture and society. the publicity of a city reflects the communication between a country and other countries, so it should be translated from the perspective of a country to reflect a positive national image [1]. The significance of translation in external publicity is to promote cultural exchanges with other countries, so that foreign tourists can have a clearer understanding of all aspects of our country social life. In particular, there are great cultural differences between our country and other countries, and the difference of language may lead to ambiguity, thus affecting our country 's national image. Therefore, in the process of translation, it is necessary to clarify the cultural differences between different countries, take into account the language usage habits of different countries, and show the unique cultural, language, history and other factors of our country on the basis of accurately expressing the meaning of tour guides for external tourism, which is the excellent translation standard for tour guides for external tourism.

2.2. Principles of Translation of tour guides for Chongqing tourism publicity under the Background of the Belt and Road Initiative

As one of the few municipalities directly under the Central Government in our country, Chongqing enjoys a high level of economic and cultural development. Under the background of the Belt and Road initiative, more and more foreign tourists have begun to travel to Chongqing in recent years, which has promoted the development of chongqing's tourism economy. On this basis, it is imperative to strengthen the translation of tour guides for chongqing tourism publicity. Chongqing follows the following principles in carrying out external publicity translation:

2.3. Keep the difference principle of the original text

There are two concepts in text translation: literal translation and free translation. One is to translate according to the language structure, which reflects the respect for the text language; the other is to translate based on the understanding of the general idea of the text and through appropriate adaptation of the language. There has been a constant debate on the merits of these two translation methods. Italian philosopher Eco once said that the most significant feature of postmodernism is to seek for differences, and the more differences we find, the better our life will be. Under the guidance of this idea, the research on translation of external publicity in Chongqing reflects the principle of maintaining the difference of original text. On the one hand, tourists can get a certain sense of experience in the process of reading by maintaining differences, so as to change the traditional reading habits. Secondly, such differences should be acceptable to readers, so as to avoid semantic ambiguity or dyslexia. For example, in the translation of "The persistence of the Fishing City stopped the Mongol army from sweeping the European continent and saved the whole Europe", there will be obvious differences between our country and English on the word order. the Active word order is used in the Chinese original, while the passive word order is changed in the English translation. Therefore, it is possible to translate 'Fortress Defeated Mongol Forces and Saved Europe', thus maintaining the word order of the Original Chinese text and achieving accessibility for tourists [2].
2.4. The principle of quantity

The principle of quantity is a part of the cooperation principle proposed by Grice, that is, the words in a sentence should be as useful as possible, which coincides with the needs of external publicity translation. The translation of tour guides for external publicity aims to show good social benefits, so they should be concise and accurate in terms of words, and convey the meaning they want to express with a small number of words, so that readers can grasp the key information accurately at the first time of reading, so as to achieve the purpose of tourism publicity. In some cases, the translation of publicity materials overlaps with some inappropriate ideas, mainly to strengthen friendly ties between Chongqing and the rest of the world. However, these additional words will not enhance the meaning expression effect, so they need to be deleted. For example, in the translation of the publicity video, "or grow between cities, or accompanied by the river..... Together, the end of time. " "Wind around the city, lay alongside the rives... A large number of modifiers and our country idioms are omitted, which makes the semantics very clear and conforms to the principle of quantity in translation. Through the omission of unnecessary words in translation, the meaning of words can be conveyed as clearly as possible, so that readers can quickly obtain key information and avoid ambiguity caused by too much information.

3. HIGHLIGHT PRINCIPLES

3.1. The so-called highlighting principle refers to the translation method of highlighting key information according to the different needs of the author, so as to accurately convey the thoughts and emotions in the text. For example, in the introduction of famous scenic spots such as Monument of Liberation, Hongyadong, Ciqikou and characteristic food in the tour guide of Chongqing Zha Tourism publicity, the parallelism sentence is used: "here is..... Here is...... ", and "eat this call an emotional appeal..... Eat this call a hanchang......

3.2. Bubble of this is called a comfortable "is also a parallelism sentence, but in the process of translation is not reflecting the parallelism of sentence patterns, but for translation, in the form of literal translation makes it lost the original text of the unique flavor, resulting in tourism heralded the essence of commentaries is not present, therefore in chongqing by the translation to consciously use highlighting principle, the features and key points in the foreign publicity text are displayed, so as to show the characteristics of our country culture.

4. CONCLUSION

As one of the representative regions with developed economy in our country, it is urgent for Chongqing to strengthen the English translation of tour guides for external tourism promotion. Heralded as a special text genre text, the purpose of translation is to let visitors from other countries to understand our country urban culture, and attract more visitors, and chongqing by the translation should follow the following principles, on the basis of retain their cultural characteristics and can promote the foreign visitors better understand, In order to achieve the development of Chongqing tourism economy.

REFERENCE

The Application Of Archives Tracking Mechanism In University Archives Management Under the Background Of Big Data

Hui Li
Zibo Vocational Institute, Zibo, Shandong 255314, China

Abstract: At present, in the era of big data, archives management in colleges and universities can apply the file summary mechanism to improve the effectiveness of management. In the context of big data, through the analysis of file information data, it can improve the level of virtual storage of archives in colleges and universities, increase the storage time of archives and reduce the cost of archives management. And in the application mode of big data technology, it can improve the quality of archives management in colleges and universities, improve the management skills of archives management personnel, so as to form a perfect archives management mechanism. This paper analyzes and discusses the application of archives tracking mechanism in university archives management under the background of big data for reference.

Key words: Big Data; File Tracking Mechanism; Colleges And Universities; Archives Management; Application

1. INTRODUCTION
University archives have great preservation value, which covers the historical records such as pictures, images and so on in campus activities. It is the embodiment and witness of the historical process of university, and also plays an important reference role in the development of university and society. In the period of continuous progress of information technology in our country, the information construction of university archives is becoming more mature. The application of big data to analyze, classify, integrate and store university archives has significantly improved the efficiency of archives management and saved the cost of archives management. Archives tracking mechanism is a feedback mechanism in archives management under the background of big data, which can improve the efficiency of archives collection. The archives management personnel in colleges and universities need to clarify the necessity of the application of the file tracking mechanism, so as to reasonably apply the file tracking mechanism and improve the level of the modern management of archives in colleges and universities.

2. FIRST, ABOUT THE FILE TRACKING MECHANISM AND ITS APPLICATION SIGNIFICANCE IN COLLEGE FILE MANAGEMENT
2.1. File tracking mechanism belongs to the category of feedback mechanism. Usually, it is to track the application effect of files that are not often used, such as the files of students who have left school, so as to guide the archives management in colleges and universities. After understanding the application information of university archives, sorting out the application effect of university archives is not only the requirement of archives business, but also the objective requirement of archives management. Utilization effect of strengthening the archives information tracking, its purpose is to form relatively system and archives appraisal work, according to the archives value or not classifying archives, so that the archives managers can carry on the careful management of key file, and you can also dig out the value inside the file, at the same time also can lay the foundation for digital archives management management.

2.2. First of all, the application of tracking mechanism for university archives can enable archivists to focus on the management of frequently used archives, and the value of archives can be displayed after utilization. Although colleges and universities have clear standards for the duration of archival storage, they still need to make appropriate changes according to the frequency of use of archives. To prolong the storage period of frequent application and clean up the files with little value on a regular basis can avoid invalid labor of archivists and ensure the rationality of the file management structure.

2.3. Secondly, the application of archives tracking mechanism in colleges and universities can also enable archivists to dig deeply into the intrinsic value of archives. Archives management work, to the value of archives is a difficult task, the traditional archive management mode, the file size is larger, and more invalid file, all these reasons to the archives of the value of mining is difficult, so to cope with frequent application files to focus on the potential value of the application of a variety of ways analysis frequently files and So that in the future archives management work can also focus on similar characteristics of the archives.

2.4. Finally, the application of tracking mechanism for university archives can create conditions for digital archives management. Informatization construction of university archives reflects the coming of the university archives digitization construction process, the database technology of archives management also provides a great convenience, the students left school, paper files can follow students turn out, but still the database have left school students during the period of school of electronic information, for the above information tracking, found
that the high frequency information, to enhance the construction of digital archives results [1].

3. SPECIFIC APPLICATION STRATEGIES OF 
FILE TRACKING MECHANISM IN UNIVERSITY 
ARCHIVES MANAGEMENT UNDER THE 
BACKGROUND OF BIG DATA

3.1. There are some problems in the application of archives tracking mechanism to archives management in colleges and universities, mainly including the following aspects: first, compared with general enterprises and institutions, the content of archives management in colleges and universities is more complex, and the work form is more diverse; Secondly, compared with the general enterprises and institutions, the archives in the archives management of colleges and universities are turned into a higher frequency, which will increase the difficulty and pressure of archives management, increase the burden of work, and need to invest more manpower, material resources, financial resources and so on. In view of this, it is necessary to effectively use big data technology to improve the management of school archives by applying the file tracking mechanism under the background of big data, which should be implemented from the following aspects:

3.2. The people-oriented management concept shall be formed
In the context of big data, managers need to introduce people-oriented management concept to improve the archives management. Colleges and universities should pay attention to the training of professional knowledge and skills of management personnel and improve their computer application technology level. Under the application of the file tracking mechanism, the management personnel can improve the ability of the file management, and the management personnel can collect data and integrate and process data information more effectively, so as to ensure that the file data is more scientific and perfect, and has significant timeliness. In addition, the need to break through the limitation of traditional management concept, and establish a more perfect feasible management mode, strengthening training for management personnel related work, and gradually to optimize the management technology, rich professional knowledge reserves, to strengthen the implementation of file management at colleges and universities, promote the archives management to realize scientific, rationalization and intelligent [2].

3.3. Improve the archives tracking management and supervision system
In archives management in colleges and universities file types are divided into electronic files and paper files, the paper files need to ensure that its safety, storage for the electronic files you need to ensure the security of file sharing data transmission, so colleges and universities need to perfect file tracking management regulation system, scientific distribution archive management responsibilities and records management work content, Ensure that records are managed in an orderly manner and that individuals can be traced in time when problems arise.

Colleges and universities actively strengthen exchanges and cooperation with big data enterprises, through the application of big data in the file management to enhance the scientific and advanced file management, to ensure the stability of the file information. In addition, colleges and universities need to apply big data and distributed architecture to improve the efficiency of digital management of archival data and information, and intensify the development of management mode to ensure the normal and orderly management of archives in colleges and universities [3].

3.4. Establish an archive database according to the archive tracking mechanism
In view of the needs of archives management in colleges and universities, it should be adjusted and optimized. Through the application of big data technology to establish archival database, real-time transmission of data information in the database should be ensured, and the integrity of archival data information content should be guaranteed. It is necessary to ensure the efficiency and quality of the application of archival data information to realize the real-time transmission and sharing of archives in archival database. Under the big data technology application by tracking mechanism to establish archives database, in view of the university archives database and intelligent management, implement of fine management to provide convenient conditions for retrieval, and read the data information, improving quality and efficiency and archives can find problems in a timely manner, to ensure that the file content is true, complete and reliable.

4. CONCLUSION
From what has been discussed above, under the background of big data file tracking mechanism in the application of the archives management of colleges and universities is extremely important, need to clear the file tracking mechanism and its significance in the application of the archives management in colleges and universities, on this basis, adopt effective strategy, including the formation of people-oriented management concept, perfect the archives management regulatory system, according to the archives tracking mechanism set up database files, In order to promote the effective application of big data technology, improve the efficiency and quality of university archives management, improve the effect of archives management.

REFERENCES
Construction And Practice Of Electromechanical Application-Oriented Personnel Training System In Local Universities

Wenshan Li
Hunan Institute Of Traffic Engineering, Hengyang, Hunan 421001, China

Abstract: Local undergraduate universities need to uphold the local and application-oriented direction and principle, closely combined with the local economic development needs and industry development situation for the opening of relevant professional courses, in order to cultivate high-quality professional application-oriented talents for the society and the local. This paper analyzes and discusses the training system construction and practice of electromechanical application talents in local universities for reference.

Key words: Local Undergraduate Universities; Mechanical And Electrical Class; Application-Oriented Talents; Training System

1. INTRODUCTION
Decades after the reform and opening up, our country in the industrial, manufacturing, and other fields to achieve the fast development, and quickly manufacturing power in the world, but our country's manufacturing industry in technological level is not a world power, so the realization of technology innovation, independent research and development is our country by a manufacturing powerhouse, This requires colleges and universities to pay attention to innovation consciousness in personnel training. In the local undergraduate colleges and universities the teaching of mechanical and electrical engineering, it needs to develop in line with the social development and the application of innovative high quality, high level of industry demand of skilled talents as the goal, build a relevant personnel training system, a clear positioning and industry demand of skilled talents. They can be engaged in the front-line work of production, but their specific work content is mainly production organization and technical guidance. the key point of the cultivation of the three types of applied talents is mainly production organization and technical guidance. the key point of the cultivation of the three types of applied talents is to improve the application level of knowledge and practical application level. Practical teaching and theory should be combined in the teaching process, and students' innovative ability and philosophical consciousness of should be improved [1].

2. SPECIFIC CONTENTS OF THE CONSTRUCTION OF THE TRAINING SYSTEM FOR MECHANICAL AND ELECTRICAL APPLICATION-ORIENTED TALENTS IN LOCAL UNIVERSITIES
2.1. In order to achieve the ideal educational goal and cultivate high-level and high-skilled applied talents, we should break through the bondage of discipline and professional teaching system and establish the talent training system of interdisciplinary integration.
2.2. Theoretical curriculum system
General education knowledge system includes computer foundation, mathematics, foreign language, ideological and political courses, and the expanded modules include science and technology, innovation theory, humanistic quality, employment and entrepreneurship management, career planning and other modules. Innovation theory includes specific theoretical knowledge, methods, innovative and creative thinking, training and training, etc. Specific curriculum teaching should actively combine theory, practice and cases. the quality-oriented teaching module of general education realizes the integration of mathematical education, humanities education, social education and management education, so as to cultivate the humanistic quality, innovative consciousness, innovative ability and philosophical consciousness of science and engineering students [2].
Local undergraduate colleges and universities formulate basic courses based on the same discipline or major to consolidate the professional foundation of students. According to the basic requirements of mechanical and electrical specialty and industry for talents, the limitation of major and industry should be broken through and the creation course group of mechanical and electrical engineering should be set up. The curriculum includes knowledge points related to mechanical and electrical innovation, and meets the needs of social and economic development for mechanical and electrical talents.

3 PRACTICAL CURRICULUM SYSTEM

3.1. The professional ability of mechanical and electrical engineering is a significant characteristic of engineering applied talents, and the applied undergraduate education should establish a diversified, phased and progressive teaching system according to the specific situation. Practice course system including experiment teaching, practice, practice training teaching skills, including the relevant application general education courses, experiment and the professional knowledge, experimental purpose is to make students master the experimental method and experimental theory, cultivate students' operation skills, experimental and paid more attention to comprehensive experiment, diversity, innovative, creative, etc.

Hands-on skills are a kind of ability that students must possess. the training of hands-on skills includes the design of course content and the training of skills, etc. Project teaching is adopted to help students master engineering application and develop related skills. Including course design, maintenance skills training, SCM design ability control system, software development, NUMERICAL control processing, software programming and other abilities [3]. Engineering application ability includes graduation design, comprehensive design, professional practice and so on. the purpose is to cultivate students' practical ability, creative ability, innovation ability, cooperation ability and so on. And the application ability in the exercise should be able to be reflected in the graduation design of the professional design, through the application of project-driven method and team cooperation to achieve. In addition, a database should be established for engineering application ability courses, which should include a variety of projects. Many projects rely on specific projects and obtain the support of technical talents through joint teaching of teachers, so as to establish training bases and laboratories under the school-enterprise cooperation mode.

3.2. Extracurricular practice system

Establishing extracurricular practice system purpose is to cultivate students across professional practice ability, innovation ability, cooperation ability and response capacity, mainly includes the innovation platform, competition platform, science and technology activity practice application, such as platform needs to have a variety of projects, the project need to be applied to different specialty, teachers should play in the project platform guide and guidance. Innovation training platform projects should rely on school-enterprise cooperation innovation projects, and some enterprise technology projects are related to the machinery industry, electronics industry, automation industry, etc. Teachers and enterprise technical personnel should strengthen communication and cooperation, and guide students to actively participate in.

4. CONCLUSION

To sum up, the construction and practice of mechanical and electrical application-oriented personnel training system in local undergraduate universities is extremely critical and important, which is the basic demand for mechanical and electrical talents for the development of science and technology and modern industrialization, as well as the inevitable trend of the development of higher education. Local undergraduate education should be paid attention to, so it is necessary to clarify the direction of professional teaching and industry development, so as to cultivate electromechanical talents to adapt to social development. So, about local undergraduate colleges and universities need to realize the mechanical and electrical kind of applied talents training, clear the local undergraduate colleges and universities build concrete content, the application of mechanical and electrical talent cultivation system including theory curriculum system, curriculum system, practice system of extracurricular practice, which helps for the country society to cultivate high level, high quality and skilled talents lay the technology to create favorable conditions.

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Tax Planning Strategy Of Enterprises Under the Background Of Tax Reduction And Fee Reduction

Haiyan Liu
Department Of Business Administration, Shandong Vocational College Of Industry, Zibo, Shandong 256414, China

Abstract: In recent years, our country is currently implementing comprehensive tax reform and tax reduction. At this stage, our country has adopted a series of tax cuts and reductions, which have led to more worrying dividends than tax reform. In this sense, we must study how companies can restructure their corporate structures through taxation and tax legislation and obtain adequate dividends through government tax reform. Based on this, this paper aims to introduce the concept and strategy of tax planning under the background of enterprise tax incentives, so that enterprises have the opportunity to understand tax planning.

Key words: Tax Reduction And Fee Reduction; Tax Planning; Strategy

1. THE DEFINITION OF TAXPAYER IDENTITY

1.1. At present, corporate value-added tax and income tax are the two most important taxes in our country’s tax system, accounting for more than 50 percent of all taxes in our country. So these two tax breaks can give businesses the feeling of a tax cut. The Circular on Tax Reduction and Exemption Policies stipulates tax incentives for small and medium-sized enterprises as well as tax policies for value-added tax and consumption tax.

1.2. Identity of VAT taxpayer

According to relevant document regulation is exempt from levy value added tax to small-scale taxpayer, turnover is in 100 thousand yuan (contain capital) the small-scale taxpayer below has apparent priority. Therefore, companies must first identify their small taxpayers. In our country, VAT taxpayers are divided into ordinary taxpayers and small-scale taxpayers. As of May 1, 2018, the taxpayer will be defined by sales of 5 million yuan in accordance with regulations. Sales of more than 5 million yuan is judged as general taxpayers, more than 5 million yuan is judged as small-scale taxpayers. If the annual sales of the general taxpayer does not reach 5 million yuan within 12 consecutive months or 4 quarters, the general taxpayer will be automatically transferred to the small-scale taxpayer. Accordingly, to accord with the common taxpayer of new registration requirement, can suggest its register is accord with the small taxpayer of id card requirement, enjoy preferential treatment according to oneself condition. Second, small taxpayers must pay a quarterly tax. Quarterly sales of less than 300,000 yuan can also be exempted from VAT. Taxpayers can be affected by monthly and quarterly differences in income. Taxpayers who sell 80,000 yuan per month, 120,000 yuan in the second month, 90,000 yuan in the third month and 100,000 yuan in the second month shall not be exempt. Taxpayers who pay quarterly income tax and whose turnover does not exceed 300,000 yuan can be completely exempt. Therefore, small taxpayers should choose between monthly or quarterly taxes. If this option is selected, it cannot be changed during the fiscal year.

1.3. identity of enterprise income tax payer

Fiscal and tax Document [2019] No. 13 contains the following: "For the part of annual taxable income of small and micro enterprises not exceeding 1 million yuan, the tax rate shall be reduced to 25%, and the enterprise income tax shall be paid at the rate of 20%. The annual taxable income of enterprises exceeds 1 million yuan but does not exceed 3 million yuan.

In addition, small businesses with lower profits can enjoy preferential policies. They do not require approval or filing. They can also fill out their tax returns on their tax forms. Preferential policy Implementation in accordance with the Enterprise Income Tax and Advance Payment Ordinance This policy adopts a progressive tax method. The government will take a series of measures to ensure that small businesses with less than 3 million yuan in revenue continue to operate. First, enterprises with annual tax of less than 1 million yuan will have an actual tax burden of 5 percent. If the taxable income tax exceeds 1 million yuan but not more than 3 million yuan, the actual tax burden is 10%. Compared with the previous policy adjustment, the preferential tax policy for enterprises has been strengthened [1].

1.4. Invoice issuing and management

1.4.1. Invoicing and management

Due to the frequent adjustment of VAT rate, it is difficult for taxpayers to determine the invoice rate. The main reason is that taxpayers have different understanding of tax payment time. According to the tax law, the company began to pay various taxes depending on the type of payment. Taxpayers must pay taxes according to the tax law and have no right to reduce or exempt taxes. When reducing VAT rate, taxpayers must first evaluate the tax rate before and after the adjustment, and then correctly select the corresponding tax rate and issue an invoice. In addition, non-VAT prices are different from non-VAT prices. Generally speaking, lower VAT rates have no effect on companies’ prices. However, if the company agrees to a tax increase in the contract, it will consider how to appropriately distribute the tax share between the buyer and seller. As a buyer, if the transaction price is set as a taxable price, the buyer can obtain a high tariff invoice before the adjustment, increasing taxes from top to bottom.
and reducing transaction costs. Under the same conditions, the seller will usually invoice at a lower adjusted tax rate to reduce production tax and increase business revenue. Of course, the choice of invoice tax rate does not depend on the subjective choice of buyer and seller, but on when the tax liability arises. At the same time, the negotiation of contract payment terms directly relates to the following tax issues of the company. Second, simplify tax systems and tariffs and further develop value-added tax. Therefore, when concluding contracts, enterprises must consider the tax conditions to avoid tax risks and reduce the communication costs between buyers and sellers.

1.4.2. invoice selection and input deduction

As for taxpayers, in addition to issuing invoices, attention should be paid to processing legitimate tax documents at the purchase stage. According to the tax preference of taxpayers, tax preference is directly related to the size of tax payable and the weight of tax burden of taxpayers. According to the Circular of the State Administration of Taxation and the General Administration of Customs on Deepening VAT Reform in 2019 issued by the Ministry of Finance no. 39, "taxpayers can withhold and pay taxes from export tariffs when they purchase national passenger services. " According to the above instructions and regulations, the purchase of passenger services is not deductible. Circular No. 39 greatly expanded the scope of exemption from import duties and provided for the receipt of tax deductions from taxpayers. Ordinary taxpayers who purchase domestic passenger transport can deduct it from taxable income, including VAT. VAT special account: standard e-account, passenger information, e-ticket, air ticket, train ticket, road, etc. Obtaining such formal income tax documents is a necessary condition for tax deduction. Therefore, in the daily administrative process, the company must improve the invoice management system, improve the supply management system, must comply with the tax vouchers, must avoid the risk of not paying income tax.

1.4.3. Management of pre-tax deduction vouchers

According to the provisions of the tax law, a company that obtains taxable income from enterprise income tax may deduct a reasonable amount related to the income, but it must prove that these expenses are actually incurred and submit a certificate of deduction of taxable income in accordance with the provisions of the tax law. In June 2018, the State Administration of Taxation adopted the Tax Certificate Management System (Notice No. 28 of the State Administration of Taxation in 2018). Notice No. 28 divides documents into internal and external documents according to the source of the signed documents. Internal and external documents specify that internal receipts, split sheets, etc. can also be used as tax benefits. However, invoices are still the preferred way to deduct vouchers. Procedures and risks of preferential treatment

1.4.4. At present, tax authorities are deepening the reform of customs clearance, management and service. the process of tax administration is becoming simpler for taxpayers, which fully reflects the efforts of the government. From the initial audit approval to the registration system and final control, management, decentralization and tax preferences have been simplified, and tax and operating conditions have been constantly optimized. In April 2018, the State Administration of Taxation issued the Notice of Revision on the Management of Preferential Enterprise Income Tax System (Tax Notice No. 23, 2018). Notice no. 23 pointed out that the company's preferential conditions are "self-discriminating declaration enjoy related information retained for future reference", relevant information will be used in the future. the company shall check compliance with the preferential terms in accordance with the relevant tax regulations. If necessary, the amount of tax reduction will be calculated within the period stipulated in the Catalogue of Preferential Collection of Corporate Income Tax (2017 edition), and will be treated as tax reduction when filling out the corporate income tax return. At the same time, according to the provisions of this study, collect and store relevant data, cancel preferential procedures, simplify tax payment procedures, and reduce the burden of taxpayers. This also increases taxpayers' liability and risk [2].

2. CONCLUSION

In short, tax and fee cuts are one of the positive aspects of fiscal policy this year. the policy is broader in scope than previous efforts, including broader structural tax cuts focused on reducing the tax burden on manufacturing and small and medium-sized enterprises. This requires enterprises to form the strategic concept of tax management and planning as soon as possible, make full use of tax incentives, take advantage of the dividend of the government's tax reform, reduce taxes according to the company's expected interests, and help control the development of the company.

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REFERENCE

Practice Of English Classroom Teaching Mode In Universities Under the Intelligent Classroom Environment

Xiaoyan Ou
Hengyang Normal University, Hengyang, Hunan 421002, China

Abstract: As the representative of intelligent teaching means, intelligent classroom has been attached importance to by colleges and universities in recent years, and has started the construction of intelligent teaching. Up to now, most colleges and universities have had a certain number of intelligent classrooms, but it has fallen into difficulties in the process of integrating into the daily teaching of the subject. Therefore, this paper aims to study the practical exploration of college English classroom teaching mode under the smart classroom environment, so as to promote the improvement of English teaching quality.

Key words: Intelligent Classroom; College English; Classroom Teaching Model

1. INTRODUCTION
In 2018, the Ministry of Education of the action plan for education informationization 2.0 issued specifically, by the year 2022 will be a basic implementation "three complete projects a big" development goals, also is to cover all teachers teaching application, cover all school-age students learning application, digital campus construction to cover all the learning, improve the application level of informationization and the teachers and students information literacy is generally, Build "Internet+Education" platform [1]. Among them, smart teachers, as the focus of teaching reform in recent years, is an important measure to improve the application of information in the teaching process, which can change the traditional classroom teaching mode and promote the emergence of a new teaching environment. Therefore, this paper aims to study the practical exploration of college English classroom teaching mode under the smart classroom environment.

2. CURRENT SITUATION OF SMART CLASSROOM CONSTRUCTION
2.1. Wisdom the classroom is digital classroom and the future of a specific form of expression, as a kind of new education form and modern teaching means, there exists significant difference with the traditional classroom teaching mode, advocating the students through the preparation before class, class grouping and random testing in the way to grasp the learning situation of students, and specific guidance, It is of great significance to improve students' classroom learning efficiency. Smart classroom uses modern means to cut into the whole teaching process, making the classroom simple, efficient and intelligent, which helps develop students' independent thinking and learning ability.

With the advancement of education informationization, in 2022, our country has basically achieved the full coverage of education informationization equipment, the colleges and universities has basically achieved the classroom wisdom of comprehensive construction, has a certain amount of wisdom of the classroom, the classroom wisdom has also been actively applied in the teaching process, to promote the teaching methods and teaching means of updates. Take the construction of smart classrooms in a university as an example. Since 2018, the university has actively responded to the call of the Ministry of Education, and has successively built more than ten smart classrooms in various forms, such as multi-terminal interactive smart classrooms, multi-screen interactive smart classrooms and virtual scene smart classrooms.

2.2. Smart classrooms are uniformly equipped with integrated teaching machines, VR devices, recording and broadcasting systems, etc., providing a solid material base and technical support for smart classrooms. The school also attaches great importance to the construction of software, and has successively built more than ten smart classrooms in various forms, such as multi-terminal interactive smart classrooms, multi-screen interactive smart classrooms and virtual scene smart classrooms.

2.3. Problems existing in College English classroom teaching
2.3.1. The application of smart classroom in College English classroom has not been developed yet, so there are still many problems in classroom teaching, which can be mainly divided into the following points:

2.3.2. Traditional ideas are deeply rooted
Although smart classroom emphasizes students' autonomous learning ability, many college English teachers still play a leading role in teaching due to the limitation of traditional teaching concepts. The traditional education in our country is based on memory learning. In English teaching, we attach importance to the recitation of vocabulary and sentences, but ignore the cultivation of students' oral expression ability. As a result, students can achieve good test scores but have poor practical English application ability. This for college English teaching is...
one of a large block, especially emphasized the classroom wisdom is subject to the student comprehensive ability to ascend, if continue to use the traditional teaching concept for the development of the students' ability of autonomous learning will be limited, so change the traditional teaching concept is an important approach to enhance wisdom classroom application efficiency [3].

2.3.3. Conflict of teaching objectives
At the very beginning, English teaching was used as a communication tool to enhance international communication, especially in higher education. The purpose of English teaching is not only to improve students' English level, but also to promote students to make good use of English and make it a means to enhance their competitiveness. However, in the current English teaching, students are more utilitarian and focus on the examination and English grade test, especially the English grade certificate, which is an important indicator to measure the English level in the future employment of students, while the actual function of English is ignored. Therefore, in English classroom teaching, teachers pay more attention to the teaching of students' teaching knowledge points and skills, but ignore the cultivation of students' interest in learning, which is actually a violation of the application purpose of smart classroom.

3. BACKWARD TEACHING CONTENT
3.1. In the long-term development of English teaching, a fixed teaching mode and content have been formed, while students' textbooks are still the same as those of a few years ago, lacking innovation in content, the backward teaching materials are out of touch with the content of the Times, which makes students' English learning unable to meet the social needs, and the effect of English teaching is questioned. Therefore, colleges and universities should pay attention to the updating of English teaching materials, integrate new social knowledge, reflect the characteristics of the development of the Times, so as to maintain the flexibility and practicality of teaching materials.

3.2. Students lack initiative
As a teaching mode aimed at strengthening students' independent learning ability, smart classroom reflects the problem that students' initiative is not strong in practical application. On the one hand, the students themselves are not very enthusiastic about the subject of English. They may have poor English scores in previous studies and gradually lose interest in English learning or even have antipathy in the long-term development process. Therefore, they are not enthusiastic enough in the implementation of smart classroom [4]. On the other hand, teachers' teaching methods will also have a great impact on students' learning attitude. Some powerful teachers are easy to arouse students' rebellious psychology, and the outdated teaching methods will also lead to the decline of students' enthusiasm. Therefore, in the development process of smart classroom, how to stimulate students' learning enthusiasm has become an important development direction.

3.3. the practice of College English teaching mode in smart classroom environment
After analyzing the problems existing in college English teaching, we should actively introduce smart classroom into college English teaching practice, so as to promote the improvement of teaching effect. College English, as one of the required courses, is dominated by teachers in teaching and leaves few opportunities for students to interact with each other. Smart classroom can solve this problem well [5].

4. ANALYSIS OF TEACHING MODEL
4.1. In the intelligent classroom environment, English classroom teaching is divided into three parts: pre-class, in-class and after-class. Before class, students and teachers prepare for teaching together. Students log in to the Online English teaching platform through the Internet mobile terminal and conduct pre-class preview activities by themselves. While the teacher in front of the students expected by "rain" classroom wisdom for the construction of the teaching platform in classroom, in the process, can use mobile phones can also be built through PC class, teacher preparation activities into the online, in the end the teacher to choose proper teaching materials, teaching content and so on are sent to the online teaching platform, Students can download and study materials on their own, thus completing the preparation work before class. In the middle class, interactive teaching is emphasized. In the teaching process of smart classroom, teachers should always adhere to the use of information tools, synchronize the content taught to the screen, and set screens of different sizes in each position of the classroom, so as to facilitate students in different positions to watch [6]. At the same time, in order to bring students a richer learning experience, teachers can also skillfully use the split screen function of the smart classroom to show different teaching contents on different screens. The teaching assistant on the mobile terminal of the smart classroom can be used to adjust the teaching content anywhere in the classroom.

4.2. As a course of both theory and practice, English needs teachers to carry out a lot of operation drills. By sitting on the lecturing desk in the smart classroom, teachers can put their own screens on other screens, so that students can observe the teachers' practical operation process. In class, the most important thing is the students' group discussion and cooperation. After completing the teaching of relevant knowledge, the teacher guides the students to divide into groups with 4 to 6 members in each group. Teachers send new learning inquiry tasks and achievement requirements to each student's terminal, and group members divide the learning tasks according to the actual situation, such as data collection, presentation, etc., so that each member of the group participates in group learning, reflecting the advantages of group cooperation. In the process of group cooperation, it is also a kind of cultivation of students' teamwork ability and team communication ability, which is conducive to the improvement of students' Comprehensive English quality. After the group discussion, students will share their learning achievements on the platform in order. the group speaker will screen the results of the group discussion, so that the whole class can watch them. After all groups share, teachers summarize and explain the difficulties in this study to promote the
improvement of students' understanding ability [7]. Finally, the teacher will send the in-class test to each student's terminal, and students will check the classroom teaching results by answering questions on the terminal.

4.3. Test after all the students' scores will automatically be uploaded to the teacher's terminal equipment, the performance of each student and error display of the questions are clear, ultimately teachers according to the test results to earnestly of knowledge points and difficulties in English learning, especially for students more wrong topic is the weak link to centrally, guides the student to differentiate and analyze problem, Various explanations are used to promote students' understanding of relevant questions and develop students' ability to find and solve problems. the last stage is after-class feedback, which includes teaching summary reflection and teaching effect evaluation. Teaching summary reflection is the teacher's reflection on the course after class, reflecting on the teaching results and existing problems, so as to improve the teaching content and teaching methods, and promote the improvement of teaching quality. the evaluation of teaching results is a comprehensive evaluation of the teaching effect of smart classrooms, which plays a guiding role in improving the efficiency of smart classrooms. According to the analysis of the characteristics of the wisdom of the classroom, it can be divided into summative evaluation and scalability evaluation two kinds, the summative assessment is a teacher in the whole process by observing the students in the classroom teaching wisdom gives comprehensive evaluation of performance, the class of each link set a certain weight, so as to realize comprehensive considerations of each link, is one of the mode of traditional classroom evaluation of inheritance.

4.4. On the other hand, the extensibility evaluation shows the characteristics of development and diversification. Teachers can talk about relevant cultural themes based on students' understanding of the text and share them with the class by recording micro videos in the process of English wisdom classroom teaching. At the same time, it can also encourage students to refine and sublimate the viewpoints in the article and promote the thinking collision between students in the form of debate. After-class feedback, as a summary and feedback of college English teaching effect under the environment of smart classroom, is the best way to test the teaching effect and has an important theoretical guiding role in promoting the design and optimization of smart classroom teaching activities [8].

5. INTELLIGENT TEACHING MODE

5.1. In the wisdom of the classroom environment, college English teaching will become smarter, mainly reflected in the following:

5.1.1. attendance intelligent: in the regular English classroom teaching, students' attendance, mainly named ways of check on work attendance and wisdom of the classroom environment will be more diversified and intelligent, such as face recognition, mobile check-in, etc., can effectively save time of classroom teaching;

5.1.2. intelligent teaching methods: wisdom classroom compared with the traditional teacher, have more advanced teaching equipment, media, the "tutor just one screen" of the traditional classroom teaching mode is broken, the teacher can through PC, all-in-one PC, mobile phones and other intelligent terminal for teaching, students can also learn from many Angle to accept the information. At the same time, smart classroom can also introduce MOOCs into the teaching process, reduce teachers' teaching pressure, enrich the existing teaching methods, and improve students' interest in English learning.

5.1. 3. Intelligent learning mode: In the intelligent classroom environment, college English teaching insists on taking students as the learning center and highlights the principal role of students in the teaching process. Students can choose a variety of learning methods, flexibly mobilize the desks and chairs in the smart classroom, so as to facilitate the development of different teaching modes, effectively stimulate students' learning enthusiasm, and guide students to obtain a high sense of achievement in practice.

5.1. 4. Intelligent use of resources: smart classrooms gather teaching equipment, network, teaching platform, etc., and control them through the centralized control platform, so as to create unified teaching resources. In the process of English teaching, teachers can obtain all kinds of teaching resources, such as English movies and songs, through smart terminals, which do not need to be downloaded like the traditional teaching mode, which greatly facilitates teachers' teaching and realizes the comprehensive sharing of teaching resources, which is an important manifestation of intelligent teaching.

6. CONCLUSION

To sum up, in the process of continuous modernization and informatization of education, the emergence of smart classroom caters to the needs of education development and is an important means to improve the teaching quality of colleges and universities. Starting with the concept of smart classroom, and based on the analysis of the existing problems in College English teaching in China, this paper puts forward the forward of college English teaching mode under the smart classroom environment, which can promote the intelligent development of teaching and improve the efficiency of college English teaching in three stages: pre-class, in-class and after-class.

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REFERENCE


Analysis Of the Influence Of Computer Application Technology On Enterprise Informatization

Tao Su
Chongqing Industry Polytechnic College, Chongqing 401120, China

Abstract: Our country currently under development in the information age, in the stage of the development of computer technology has been widely used, and its application in various industries play a considerable role in, it is because of the widespread popularity of computer technology makes the enterprise development at the present stage the face of the fierce market competition, and information management as the key content in the development of the company, If enterprises want to improve their own development, they must improve their information management work from the application of computer technology, and the use of computer technology is an inevitable requirement of social development.

Key words: Computer; Application Technology; Informatization; Impact Study

1. OVERVIEW OF ENTERPRISE INFORMATIZATION AND COMPUTER APPLICATION TECHNOLOGY

1.1 computer application technology simply means that people can skillfully use various software in the computer, and improve the efficiency and quality of work through the use of different software. Through the computer application technology and research, the technology has the following characteristics: first, demand integration. Different departments in the enterprise development of the work content is different, so the demand for computers is not the same, for the computer application technology can effectively to the needs of different employees on the whole and through the integration of content to set up a corresponding system, staff you just need to work in the system. Second, the operation is simple. Because the computer contains more technology, so the operation of computer application technology is relatively simple, so that employees can master the operation technology in a short time. Third, information sharing, the development of computer has shortened the distance between people in different areas. People can realize video, interaction and communication through the network, so computer technology also has information sharing.

1.2. Enterprise informatization simply means the collection, sorting, storage and utilization of relevant data and information in the operation and production process of an enterprise. the core of this work is the collected information, and only the effective implementation of enterprise informatization can provide a good reference for enterprise development.

2. THE POSITIVE IMPACT OF COMPUTER APPLICATION TECHNOLOGY ON ENTERPRISE INFORMATIZATION

2.1. Improve the accuracy and timeliness of information
The information in the enterprise operation data is much, not only including the daily financial information and business information but also the staff information, so the enterprise information work is great, the enterprise information as an important content of enterprise development, in order to make enterprise information can provide power for the development of the enterprise shall guarantee the work has timeliness and accuracy. Because of the computer technology to the different information collection, analysis and integration, so can effectively to the enterprise developing different information effectively entry, computer technology has the characteristics of high accuracy and the use of high efficiency, so the application in the enterprise information work also can effectively improve work efficiency and quality.

2.2. Optimized the management and operation of the enterprise
Due to the content of the enterprise information work is more, so the related department staff number is more, in the past development of enterprise because of the work without the requirement of system of enterprise information, so led to staff not to clear their own scope of work, the problem is caused by the process of enterprise information work is inefficiency and work chaotic situation, the use of computer application technology to carry out related work can divide the responsibilities of employees from the analysis of workload. Since the use of computer for work processing is characterized by automation, the use of resources can also be reduced in the process of work [1].

2.3. Improved the comprehensive quality of employees
Applying computing in the enterprise information work in improve the quality and efficiency of the work at the same time also increased the competition between employees, and employees want to in the fierce competition effectively development, must according to the change of time to learn some advanced ways of working, so as to make itself keep pace with the Times and not be eliminated by enterprise development, thus it can be seen, the use of computer application technology can also improve the innovation consciousness of employees to a certain extent. When the innovation consciousness of employees is improved, it can also help the development of enterprises.

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3. EFFECTIVE MEASURES TO IMPROVE THE DEVELOPMENT OF ENTERPRISE INFORMATIZATION BY USING COMPUTERS

3.1. Informatization as an important content in enterprise development, to promote the competitiveness of the enterprise market play an important role, therefore, in order to achieve the good development of enterprise must follow the development of the society to by modern science and technology to improve information management work, so as to lay a solid foundation for the development of enterprises, in the use of computer application technology. In order to play the real role of computer application software, it needs to be realized from the following work:

3.2. Realize the informatization of production process control

In the production informatization of enterprises, computer technology can be used to supervise the production process of staff in order to ensure the effective work, so as to avoid production accidents caused by staff mistakes. Secondly, computer technology can also optimize the allocation of resources used in the production process, so that the production process can effectively save costs. In addition, computer application technology can also be used in business activities. Because computer technology has the characteristics of fast information transmission and wide channels of transmission, computer technology can be used to promote diversified marketing channels.

3.3. Realize the informatization of enterprise internal process management

In the enterprise information management work, the internal information management occupy important content, is has a direct effect on operation of enterprises, therefore in order to ensure the enterprise internal information management work effectively can use computer technology to establish the corresponding management system, and then through the system of information management business process optimization. In this way, the efficiency of the work can be effectively improved, and the internal management can play an accurate role in decision-making. Secondly, after analyzing different information in the development of an enterprise, computer technology can also draw a change trend chart for the development of the enterprise and find out the existing problems in the development, so that the enterprise can improve the development mode based on the understanding of the lack of development [2].

3.4. Realize the informatization of enterprise supply chain management

With the development of social economy and science and technology, enterprises are facing increasingly fierce market competition. In this situation, in order to promote the better development of enterprises, it is necessary to optimize supply chain management when computer technology is applied in enterprise informatization. Enterprise supply chain is simply the product of the development of the material to produce a product to product sales of the chain structure of the whole process, any link problems the chain structure will affect the development of the enterprise, and the application of computer technology to supply chain in the direction of the informatization development, because the computer has the ability of regulation, Therefore, the effective supervision of the supply chain can be realized, and the management, sales and service can be integrated into one part, so that the related work of the enterprise has a high flexibility.

4. CONCLUSION

To sum up, computer application technology in the enterprise development more and more widely used in the range, and through the use of the technology are also brought beneficial effects on the development of enterprises, under the new era of enterprise in order to be able to not be eliminated in the process of development, they must have followed the progress of the society for some new technology application, so as to achieve the transformation and upgrading of the enterprise, Through the use of computer application technology in enterprises, it is found that the technology is mainly used in the internal process management, production information management and supply chain management of enterprises.

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Research On the Status Quo Of Promoting Vocational Education Development Based On Vocational Skill Competition

Huayun Sun
Shandong Vocational College Of Industry, Zibo, Shandong, China

Abstract: At present, vocational skills competition has become an important "starting point" of vocational education and teaching reform in vocational colleges. It is an important mode of practical teaching reform in higher vocational education that "promoting learning and teaching through competition" brings vocational skill competition into talent training program and promotes vocational education and teaching reform through skill competition. Since the examination of vocational skills competition focuses on students' vocational skills level, whether the competition can really benefit teachers and students and realize the comprehensive and healthy development of vocational education is a major factor for launching this study.

Key words: Higher Vocational Education Skills; Competition Teaching Reform

1. FIRST, THE IMPACT OF SKILLS COMPETITION ON VOCATIONAL EDUCATION

1.1. Change the traditional teaching mode, turn the classroom into laboratory or training room. Vocational skills contest to break the traditional way of teaching, take the student as the main body, teacher as a guide, the formation of common teaching mode to perform the job, the vocational skills contest the forefront of technology and the latest idea to the classroom, the implementation of project teaching, in the process of teachers' guidance, give full play to the initiative of the students enthusiasm, stimulate students interest in learning, Teachers like masters with apprentices, step by step to guide the operation, students in such step by step operation process to learn knowledge, master skills, practice to theory, and then theory to practice, so as to achieve the integration of theory and practice, mastery of knowledge, practice. In order to participate in the competition to get a good ranking, in order to learn the course to get good results, the students practice hard to consolidate the basic operation, learning while doing, doing while learning, so as to form the "I want to learn" to "I want to learn" change. Through various forms of skill competition activities, vocational college students can be effectively mobilized to learn all kinds of vocational skills, highlight the status of professional skills in vocational education, make classroom teaching and practice teaching more closely, and promote the teaching reform of vocational education.

1.2. Second, promote the reform of vocational education personnel training mode

Promote the healthy development of vocational education, construct the talent training mode of "promoting teaching, promoting learning and promoting reform through competition"

1.2.1. The integration of competition and education, and the construction of a system to promote education through competition

The competition will be introduced into the basic classroom. Combining the skills competition with the conventional theory and practice integrated course teaching, the content and methods of the skills competition into the routine practice teaching activities. The college takes vocational ability training as the core, with student skill competition and vocational qualification certificate as two wings, and establishes the practical teaching system goal of "one body and two wings". And advanced concepts and skills contest in the frontier technology inserted in the curriculum implementation, so as to implement teaching competition standards and evaluation, around the basic training, professional practice, layer, layer corresponds to different capacity requirements of corporate practice, build the ability to "progressive" practice teaching content, the basic course for students in the class to participate in skills competition to lay the foundation.

1.2.2. Build a real workplace environment through competition

Introduce the enterprise culture into the campus, introduce the enterprise production norms, docking the real production process in the training teaching. Taking the construction of high-quality universities as an opportunity, relying on the construction of provincial green metallurgical production professional group, relying on shandong Iron and Steel Group as the background of industry education, the college builds a platform for cooperation and education, meets the needs of government, industry and enterprises, and establishes a cross-border cooperation with local governments, banks and enterprises to build "Shandong Iron and Steel Industry Research Institute". The construction of "joint laboratory of Green Preparation of Iron and Steel materials" ensures the advanced equipment of the campus training base. In the practice teaching and daily management, the implementation of "5 s" management, kanban management technology requirements, all kinds of safety signs on the wall, publicity column of post enterprise brand development history, cultural idea, shandong iron and steel group's advanced characters, such as switching from craftsmen raises the student good professional quality and moral sentiment, in the training workshop to standardized, scientific and modern management, In the
"real environment, real equipment, real products" environment, students complete learning tasks and production tasks, get real job experience, cultivate students' professional comprehensive ability.

2. PROMOTE TEACHING THROUGH COMPETITION AND ACCELERATE THE TRAINING OF TEACHERS

2.1. The school attaches great importance to the construction of the teaching staff, and takes the competition as an opportunity to establish an incentive mechanism for teachers to participate in the competition. The winners of the competition will be awarded with different levels of bonuses, and a certain amount of guidance fee will be given. At the same time, the results of awards and annual performance, the evaluation of excellence first, to highlight all aspects, encourage teachers to actively lead the team to participate in the competition, especially to participate in the project of teacher competition, consolidate and refine the basic skills of teachers. By participating in the vocational skills competition, teachers can have a further understanding and contact with the top enterprises in various industries, connect with the cutting-edge information of relevant majors, master the new trend of industry development at home and abroad, understand the actual needs of enterprises, learn professional standards and standardized operations in depth, and improve their professional skills. She can quickly grow into a practical teacher with solid professional skills and knowledge and familiar with the development trend of the industry, effectively boosting the school's teaching reform and talent training. The school attaches great importance to the training of competition instructors and implements the training system of teachers taking part-time jobs in enterprises. Excellent teachers will be selected and sent to enterprises for job rotation training, to participate in enterprise production management, and to understand the demand of enterprises for skilled talents. Teachers can be more close to the requirements of production positions and work tasks of enterprises, and select and design skills training projects in a targeted manner, which lays a solid foundation for the school to achieve excellent results in various skills competitions.

2.2. Three, problems in teaching

Skill competition is the best way to test students' professional skills, which can test the teaching level of the school and also give teachers and students a chance to broaden their horizons. However, it is far from enough to improve students' learning level only through competition. Vocational skill competition is only a part of talent training. Nowadays, there is far less attention to the training of professional skilled talents. Some vocational skills competitions are not closely related to the main courses students learn in class. Some schools even compete just for the sake of competitions, with the goal of winning prizes. The competition content has nothing to do with the major, the participating students are suspended from classes for competition training, which completely deviates from the original intention of vocational skills competition.

3. THE UTILIZATION RATE OF PRACTICAL TRAINING EQUIPMENT IS NOT HIGH. ADVANCED EQUIPMENT RELATED TO THE COMPETITION CANNOT BE FULLY USED IN TEACHING.

3.1. These equipment only can be used by the students in the competition, ordinary students who do not participate in the competition cannot use the new equipment, cannot be popularized, and ultimately these equipment does not really play its role.

3.2. In order to better improve the popularity of the school and rank in the competition, teachers who have won prizes in the past years continue to guide the school every year. Other teachers basically have no chance to participate in this vocational skill competition, which ultimately leads to serious disunity in the level of teachers.

4. CONCLUSION

At present, the skills competition has become a symbol of higher vocational teachers and students the strength, the normalized vocational skills competition, to improve the popularity, will really benefit the masses of teachers and the students skills competition, really play its role.

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Research On E-Commerce Platform Promoting Agricultural Products Development In the Era Of Big Data

Chunyu Tian
The Tourism College Of Changchun University, Jilin 130000, China

Abstract: With the continuous update of Internet technology and the large-scale layout of e-commerce platform in rural areas, the promotion and development of agricultural products has been greatly promoted. The integrated development of e-commerce platform and agricultural products has become a current research hotspot. Based on this, starting from the necessity of the integrated development of e-commerce platform and agricultural products, this paper discusses the strategies of e-commerce platform to promote the development of agricultural products in the era of big data.

Key Words: Big Data; e-Commerce Platform; Agricultural Products

1. INTRODUCTION
According to relevant data, in 2019 alone, the size of the national e-commerce live broadcast market has reached 433.8 billion yuan. It can be seen that e-commerce live broadcasting platforms are playing an increasingly important role in promoting rural revitalization and economic development in rural areas [1]. It is clearly pointed out in the national "14th Five-Year Plan" and the vision goal of 2035 that the integration of primary, secondary and tertiary industries in rural areas should be accelerated, the agricultural industrial chain should be continuously expanded, and the unique modern rural industries should be vigorously developed to enrich the people [2]. This also provides a good opportunity for the integration development of e-commerce platform and agricultural products.

2. THE NECESSITY OF INTEGRATED DEVELOPMENT OF E-COMMERCE PLATFORM AND AGRICULTURAL PRODUCTS
2.1. the introduction of live sales on e-commerce platforms replaces the traditional sales mode of agricultural products, further expands sales channels, increases the profit space for farmers, and helps to build a new business mode integrating e-commerce platforms with agricultural products. At the same time, e-commerce live broadcasting platform is a new marketing mode formed by relying on Internet, big data and other technologies. It changes the previous single sales mode of agricultural products and enables farmers to sell agricultural products in the way of merchants, eliminating middlemen, reducing consumption costs of consumers and helping to expand sales.
2.2. At the same time, e-commerce platforms use big data technology to launch characteristic agricultural products that meet the individual needs of consumers, stimulate consumption intention and further increase the sales of agricultural products. In addition, using the flow of e-commerce platform can enhance the popularity and influence of high-quality agricultural products, so that more agricultural products with regional characteristics can go out, so as to promote the development of agricultural products.

3. STRATEGIES FOR E-COMMERCE PLATFORMS TO PROMOTE THE DEVELOPMENT OF AGRICULTURAL PRODUCTS IN THE ERA OF BIG DATA
3.1 Establish the subject of market supervision and improve the market supervision system
At the present stage, there are no corresponding legal documents on how to regulate the development of e-commerce platforms, and the subject of supervision is not clear. As a result, the e-commerce platform market is in chaos, which greatly destroys the previous fair competition environment and causes a large number of inferior products to flow into the market. At the same time, existing relevant regulations only play a certain supervisory role and are usually limited to the internal management of livestreaming platforms, lacking detailed supervision of the overall process of production, sales and livestreaming of agricultural products. Therefore, in order to ensure the sustainable and healthy development of e-commerce live broadcasting. First of all, relevant laws and regulations need to be established to improve the entry threshold of the e-commerce live streaming market. Only the live streaming platforms with perfect procedures and good reputation can enter the market. Strictly control the e-commerce market access requirements, strictly prohibit platforms with violations from entering the market, and strictly rectify according to laws and regulations until they reach relevant standards. We will strictly supervise e-commerce platforms in accordance with laws and regulations, adhere to a zero-tolerance attitude, and resolutely deal with malicious competition and illegal behaviors in the market to fully guarantee the rights and interests of e-commerce platforms, farmers and consumers. Secondly, it is necessary to further clarify the supervision subject, subdivide the responsibility into units and individuals, and pass the buck to each other after problems arise in the asylum. Through big data and other modern information technologies, the whereabouts of agricultural products and consumers' opinions are tracked in real time, the quality of agricultural products and related operations of e-commerce platforms are strictly controlled, the responsibilities of all parties are well implemented.

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and the legitimate rights and interests of consumers are well maintained.

3.2 Intensify the construction of rural infrastructure and train rural technical personnel

At present, infrastructure construction in most rural areas of China is still relatively weak, and there is a serious shortage of relevant professionals. Since the party 18 large rural revitalization strategy has always paid close attention to by the party and the state, have caused a series of rural revitalization of the planning and rural talent revitalizing files, the purpose is to promote the integration of urban and rural development of rural and remote areas, as soon as possible the rural industrial structure adjustment, improve facilities construction of rural technology, Promote infrastructure connectivity between rural and remote areas, constantly improve the stability of communication network in rural areas and expand the coverage area of the Internet [3]. At the same time, we will vigorously implement the rural vitalization strategy to attract more technical personnel to devote themselves to rural construction and encourage urban professionals to go to the countryside. Therefore, it is necessary to actively respond to the call of the policy, strengthen the construction of rural infrastructure, vigorously cultivate rural technical personnel, and lay a good foundation for the economic development of rural areas. The vast rural areas need to firmly grasp the good environment and superior conditions created by the country, give full play to the advantages of technical personnel, rationally use the e-commerce platform to promote more characteristic agricultural products to go out, and make contributions to the local economic development.

3.3 Create agricultural products with regional characteristics

In order to achieve the long-term and stable development of e-commerce live broadcasting, it is necessary to create its own unique characteristics and generate good brand effect. Only the formation of agricultural products with regional characteristics, in order to be in an invincible position in the competitive market environment, to obtain a broader prospect of development. It is necessary to combine regional characteristics, constantly improve product quality of agricultural products that have not yet formed characteristics, and make use of e-commerce platforms and network broadcast to create competitive featured agricultural products. After the formation of its own brand effect, it will continue to expand the scale and scope of influence, drive the development of surrounding industries, so as to better boost the development of agriculture, rural areas and farmers. In this way, consumers can not only get better quality agricultural products, but also increase the income level of farmers and speed up rural economic development.

3.4 Strengthen after-sales service

With the increasingly fierce market competition and the increasingly serious phenomenon of product homogeneity, it is difficult for the same type of agricultural products to have an advantage in price, so after-sales service has become an important breakthrough to improve the competitiveness of products. From the perspective of e-commerce livestream platforms, it is necessary to implement the service-oriented management system, and try to select high-quality and fully familiar agricultural products to explain them in the livestream, so as to help farmers carry out effective publicity and enable consumers to have a clearer understanding of the products. From the perspective of farmers, they should also set up the concept of service, and do not violate the market order because of short-term interests. Strictly control the quality of agricultural products from the source, and gain the favor and trust of consumers is the key to ensure long-term development. At the same time, farmers should choose e-commerce platforms with good reputation and perfect after-sales service to cooperate, so as to avoid false publicity of agricultural products and ensure that consumers can enjoy a complete shopping experience.

4. CONCLUSION

To sum up, the integrated development of e-commerce platform and agricultural products is of great significance for promoting rural economic development and is also an important way to accelerate the realization of rural revitalization goals. At present, e-commerce platforms still face problems in supervision and management, after-sales service, technical level and other aspects in the process of integrated development with agricultural products. Therefore, it is necessary to further establish the main body of market supervision, constantly improve the market supervision system, increase the construction of rural infrastructure, vigorously cultivate rural technical personnel, create agricultural products with regional characteristics, so as to better boost the development of rural economy.

ACKNOWLEDGEMENTS


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An Analysis Of the Advantages Of Organic Combination Of Explicit Education And Invisible Education In Ideological And Political Education In Colleges And Universities From the Perspective Of Instructors

Junwei Zhai, Xuguang Xie
Marine College, Shandong University, Weihai, Shandong, China

Abstract: Counselors are the backbone of the ideological and political education of college students. They are the organizer, implementer and instructor of the daily ideological and political education and management of college students. They have the dual identities of teachers and administrators. Therefore, counselors have great advantages in organic combination of explicit education and invisible education in college ideological and political education.

Key Words: Counselor; Ideological And Political Affairs In Colleges And Universities; Explicit Education; Recessive Education

1. EXPLICIT EDUCATION AND IMPLICIT EDUCATION

Explicit education refers to the leading, organized and systematic ideological and political education method that makes full use of all kinds of open means and public places. The main forms of ideological and political education in colleges and universities are classroom education, special topic theory lectures, political situation reports and so on. Explicit education has always been the main channel of ideological and political education in colleges and universities in China. It mainly focuses on positive propaganda and aims at shaping and improving the political and ideological consciousness and moral quality of college students, so that under its influence, college students can standardize their emotions, wills and behaviors in accordance with the requirements of the state. Recessive education is education according to the predetermined education plan and education content and education plan, and create a certain social environment, specially for educatees places and cultural atmosphere, and consciously guiding educatees to feel and experience, make the educatees by education in unaware that it was in process, unknowingly accept education, Get the influence of the mind, the edification of sentiment and the enlightenment of philosophy, and then imperceptibly to achieve the purpose of education. To put it simply, recessive education is a kind of unconscious acceptance behavior. the educational process is more natural and harmonious, and the educational effect is durable and stable. Compared with explicit education, implicit education has distinct characteristics including: implicit, cheerful, extensive and persistent.

2. ORGANIC COMBINATION OF EXPLICIT EDUCATION AND IMPLICIT EDUCATION

Dominant education and recessive education in ideological and political education in colleges and universities, though each has its own characteristics, but also has its limitations, in order to strengthen the role and function of ideological and political education, to the organic combination of dominant education and recessive education resources, optimize the configuration, build the dominant education and recessive education all aspects together with new mode of ideological and political education.

2.1 Implicit penetration in explicit education

Penetrative education is not only a major characteristic of implicit education, but also an important way of effective connection between implicit education and explicit education. It refers to use scientific method to the function of the ideological and political education goal with certain carrier to infiltrate people can come into contact with all things and activities, advocating excellent school spirit, class wind and social ethos, to influence infection of people, make them unconsciously in a pleasant atmosphere, self feelings and understanding, through the gradual accumulation of cause qualitative change ideas, Gradually achieve the purpose of improving the comprehensive quality of the educatee, with the function of "moistening things silently", "dripping water wears away a stone". Through the recessive infiltration of explicit ideological and political education curriculum, the integration of ideological and political education into humanities and social science curriculum, the infiltration of ideological and political education in professional curriculum education and so on.

2.2 Edifying education in campus culture construction

Edifying education mainly refers to creating a healthy, bright and optimistic cultural atmosphere and educational environment, and carrying out cultural and artistic activities that are popular with college students, so that they can be influenced by ideological and political education unconsciously. In short, it is teaching in the environment, teaching in love, teaching in fun. the educational environment here includes the overall cultural
3.1 Ideological and political theory teaching development in combination with the new situation of doing scholarly research for members agreed and accepted, school for a long time to develop school spirit and style of teaching and activities as the main form, the kinds of rich organization carrier of campus culture, to focus on political education. Can be achieved by a particular construction, which is an important way of ideological and political education.

3.2 Construction of campus culture

With the rapid development of information technology, the Internet has become an important channel for college students to obtain knowledge and information, and has a profound impact on their study, life and even ideas. the increasing popularity of network provides a new educational model for ideological and political education in colleges and universities, and a new carrier for the organic combination of explicit education and implicit education. The network not only expands the space of explicit education, strengthens the attraction, but also improves the work efficiency of explicit education, and constructs a broader interactive platform for implicit education.

3. ADVANTAGES OF COUNSELORS

Counselors are not only life mentors for students to grow up, but also bosom friends for students to live a healthy life. Therefore, counselors have incomparable advantages in explicit and invisible ideological and political education in colleges and universities.

3.1 Ideological and political theory teaching

It is a common phenomenon that counselors participate in the teaching of "situation and policy" in colleges and universities. Counselors' participation in ideological and political teaching has three advantages. First, they have strong political qualities, the main responsibility of the counselors is ideological and political work, which requires that the counselors themselves must have excellent political quality. Second, close to students. Counselors face students every day and have the natural advantage of being close to students. They can grasp the ideological trends of college students in time, and it is easier to find the common points of ideological and theoretical education and theoretical interests of college students. It is easier to have "common language" with students and explain theories clearly and thoroughly in a way that students like. Third, the number of large scale. the large number of instructors makes it more leeway to select qualified personnel to participate in ideological and political teaching.

3.2 Construction of campus culture

Counselors are the main implementers of campus culture construction, which is an important way of ideological and political education. Can be achieved by a particular organization carrier of campus culture, to focus on teaching and activities as the main form, the kinds of rich and colorful activities, through these activities, make the school for a long time to develop school spirit and style of doing scholarly research for members agreed and accepted, and, filtering, and inheritance, innovation and development in combination with the new situation of social and cultural demands, the formation of new campus cultural content, so that the ideological and political education work can be realized in this process. Campus culture not only has the function of explicit education, for example, many activities with distinct themes clearly show the purpose and significance of the activities, hoping that students can be educated in the activities. At the same time, campus culture also has a hidden educational function, for example, many activities pay more attention to give play to students' innovation and personality characteristics, instead of telling them what to do, they are asked to play freely, find themselves, and have some feelings in the imperceptible process. the combination of explicit education and implicit education of campus culture plays a very good guarantee role for its implicit ideological and political education function.

3.3 Internet political ideology

With the popularization of the Internet, college students can share ideological education resources through the Internet, can consult ideological problems to counselors freely online, and carry out ideological exchanges and discussions with other students. Network ideology and politics have some characteristics of both explicit education method and implicit education method. It means that educational subjects use the network to exert their influence on college students' ideological, political, moral and information literacy education in a purposeful, planned and organized way. Counselors can consciously rely on the power of the network to integrate students' ideological and political education into the daily online communication and management process. Through the network ideological education patriotism education, ideal and faith education, life education, social responsibility education, Thanksgiving education. Counselors can guide students to infiltrate their learning income into daily life, strive to improve their comprehensive quality, constantly strengthen the ideological foundation of students, build a solid ideological foundation of system confidence. In addition, the combination of online and offline education can also be actively done, with the help of peer power, to pass more positive energy to students as peers, and effectively play the role of advanced typical example demonstration and leading, better education and influence more students, and create better ideological and political education conditions.

REFERENCES

Discusses the Key Technology Of Heating, Ventilation And Air Conditioning Engineering Construction

Yanting Zhan  
Ningxia College Of Constructiong, Ningxia 750021, China

Abstract: Heating, ventilation and air conditioning engineering is a key part in building, must be closely linked with the real conditions, with the development of national economy and city, the current building project is in a more complex development period, so you have to further improve the heating, ventilation and air conditioning design purpose, in order to ensure the property safety and comfortable life, satisfy people's needs, Therefore, it is necessary to combine the existing achievements of relevant technologies to improve engineering efficiency.

Key words: Heating And Ventilation; Air Conditioning Engineering; Construction; The Key Technology

1. OVERVIEW OF HEATING, VENTILATION AND AIR CONDITIONING

1.1. HVAC is the key link of HVAC engineering, because of its complex structure, the demand for engineering technology is also large, so engineers and technicians should take the initiative to improve their own technology according to the specific technical standards of the project, so that it can better grasp the main contradiction of the project. With the development of our country's economy and science and technology, construction engineering technology has also made great progress. But in practice, there are still some construction enterprises are not strictly implement site supervision, in order to achieve maximum economic benefits, sometimes there will be some illegal problems, this requires construction companies in accordance with the practical engineering requirements and technical conditions, formulate a set of practical quality management system, strict and appropriate management of the construction personnel, improve the understanding of engineering personnel quality, Ensure the orderly and unified development of the whole heating design.

Second, the practical value of heating, ventilation and air conditioning technology

Ventilation and heat preservation as one of the main parameters, its main function is to ensure the normal operation of air conditioning and heating and ventilation, but in the use of specific, because construction is difficult, and many of the builders did not heating ventilation and air conditioning related links such as attach importance to it and affect the construction safety, the funds invested in the construction process of less, Advanced construction technology is not used, so it must be controlled to ensure that the key technologies of the heating and ventilation system and air conditioning engineering can be applied to meet the sustainable needs of the people, so that the construction project can ensure a high stable state. General problems in construction

In heating, air conditioning and other buildings, there are often some problems, which affect the quality of the whole project, so it is necessary to carry out a comprehensive analysis of these problems.

1.2. The noise is very loud

In the construction of air conditioning projects, noise is often large, because in the construction of air conditioning projects, there are often some aging problems. If the sound is too loud, it will affect the rest of residents, the comfort level of residents inside the building and the overall performance, which has a negative impact on life.

1.3. Condensation phenomenon

The biggest problem of heating and ventilation systems is dew condensation. In the design and construction process, failure to follow scientific methods and correct planning will lead to system errors, such as thickness, thermal conductivity and other indicators do not meet the requirements, resulting in a decrease in energy consumption [1].

2. FOUR, HEATING AND VENTILATION AND AIR CONDITIONING TECHNICAL POINTS

2.1. Indoor temperature control technology

In the design of the ventilation system, the power consumption of the system must be taken into account and the running state of the system must be ensured. When in the control room, it must be effectively controlled in accordance with the relevant specifications and kept in a stable environment. During construction, the temperature of the room can be set according to the feeling of the worker. Construction workers can be designated according to the relevant indoor thermometer, let a room always stay at a comfortable temperature, and control the temperature changes in a timely manner, to analyze the different weather and temperature difference between day and night, let the temperature of the room to achieve a more comfortable level, both to ensure that the use of energy, and can reduce the waste of energy consumption. To ensure good living conditions, in addition, the new air volume of the room should be adjusted according to the requirements, the air volume can not be lower than the lowest atmospheric value, so the artificial way to meet user needs, to a certain extent, improve the quality of heating, ventilation and air conditioning engineering.

2.2. Energy-saving technologies

In the development of green construction projects, the installation of air conditioning is very critical, so
systematic application of technology should be carried out in the installation. Relevant air conditioning systems and indoor temperature control can be used to control the installation and installation of equipment, so systematic application of technology should be carried out in the installation. Can use the relevant air conditioning system and indoor changes to ensure that the indoor is in a relative balance state, before the construction of the project should also be considered, because the indoor is a closed space, outdoor ventilation can be used to request, to ensure the stability of construction quality operation, but also regular automatic adjustment.

2.3. Noise processing technology
If the heating, ventilation and air conditioning system produces noise during operation, it will not only disturb the quality of life of residents, but also adversely affect the comfort of living. When noise treatment, need a lot of sound insulation materials, noise control must be clear, within the building will not be collided, produce a great noise, and can ensure the whole process of construction and quality, improve the functional architecture, sound insulation material has a certain sound deadening effect in the process of operation, reduce the noise decibel value. At the same time, the pipeline installation process can also be noise shock absorption, our country has developed a certain standard, in the beam installation pipeline suspension device, on the one hand can play a fixed role, on the other hand can also reduce noise, avoid the phenomenon of relatively large vibration, shock absorption also has great benefits.

2.4. Thermal insulation treatment technology
When installation should be heat preservation measures, to a full range of detection of various pipelines, in the design of insulation materials to ensure that met the requirement of the standards such as relative density coefficient, in this way we can truly realize the heat insulation effect, and at the time of installation of duct and direct contact with the crane to avoid as far as possible, so that you can to a certain extent, reduce the risk. In addition, it is necessary to ensure the tightness of welding and prevent leakage welding. In the selection of pipe size, it is necessary to ensure that the relevant standards are met to avoid large errors and leakage, and to truly reduce the occurrence of contact [2].

2.5. Energy saving and emission reduction technologies
In the installation of air conditioning, the first to do a good job of water pressure test, water pump and impeller detection. Through the drainage pipe injected into the system, the sewage pipe in the machine room can be controlled scientifically, so as to achieve the purpose of energy saving.

2.6. Strengthen the quality management of ventilation equipment
The main reason that causes air conditioning oneself quality to be poor is the raw material that chooses, when purchasing so, must be careful, want to have trustworthy supplier, replenish stock from them over there. You can pick out good quality at the right price. Enterprises with industry reputation. In addition, we should also employ a special group to inspect the performance of materials, and put forward relevant material quality requirements to the supplier, so as to put an end to undesirable materials and ban them. The purchase was made on site. Some harsh materials have been audited several times to ensure that they meet standards and can work properly.

3. CONCLUSION
To sum up, in the construction of each link, must pay attention to ensure that the indicators meet the requirements, at the time of construction, to adopt certain technical measures, the key to determine the construction, but also analyze the design scheme, to carry on the reasonable design scheme, to ensure the safety and reliability of structure, and the proper modification, all kinds of design scheme in this way, It can not only ensure the practicality of the building, but also ensure the economy of the project, so as to improve the overall effect of the project, so as to achieve the best effect.

REFERENCE
The Improvement of "Cultural Confidence" for Students in the Curriculum Ideology and Politics Reform of Practical English Course

Ai Zhong
Shenyang Polytechnic College, Shenyang, Liaoning 110045, China

Abstract: Our country President Xi Jinping pointed out that "we must adhere to the path of confidence, confidence in the theory, confidence in the system, and most fundamentally, confidence in our culture." As we all know, our country is one of the oldest ancient civilizations in the world, the our country civilization has a long history, extensive and profound. Therefore, cultural confidence is firmly built in the spiritual world of every our country son and daughter. Vocational colleges students in 16, at the age of seven grade, because it has yet to develop and improve the psychological quality and perception of things and to explore the capacity remains to be strengthened, so the author according to the vocational colleges required textbooks, "practical English" to the student's ideological and political reform in the our country civilization enlightenment, embody the our country vocational college students' cultural identity, Mold students' independent personality and correct three views, enhance students' cultural background, edify students' ideology and sentiment, and provide solid talent support for our country to achieve the strategic goal of modern talent power.

Key words: Practical English; Textbook Course; Ideological And Political Reform; Cultural Confidence; Strategy

1. INTRODUCTION
The concept of curriculum ideological and political reform is not only related to the teaching strategy and concept of a certain discipline, but also a teaching strategy reform that guides all students in collaboration with all disciplines in the classroom, aiming to implement our country's comprehensive education concept of "people-oriented" and "cultivating people by virtue" and cultivate students' comprehensive quality. "Cultural confidence" in the thought-form that fit into our country with patriotism as the core of solidarity and unity, peace-loving, industrious and brave, unyielding national spirit, embodies rich cultural connotation of our country, to a certain extent for the inheritance and carry forward the traditional culture provides a great help in our country, based on the practical English teaching. This paper analyzes the importance and status quo of cultural self-confidence in ideological and political education activities of vocational students, and puts forward some strategies and guidelines.

2. FIRST, THE IMPORTANCE AND CURRENT SITUATION OF THE CONCEPT OF CULTURAL SELF-CONFIDENCE IN PRACTICAL ENGLISH IDEOLOGICAL AND POLITICAL REFORM

2.1. The necessity of cultural confidence
Cultural self-confidence is the soul of a nation, not only spiritual prop to the survival of a country, the student life development, and also perfect path values, cultivating ability of independent thinking, to explore the positive role, laid the students early ideas about the ethnic and national emotion, and at the same time in order to make our country stood for a long time made advanced talent security among the peoples of the world. By carrying out ideological and political reform education in Practical English, teachers can ensure that students are always the subject of class, actively break the communication barrier and age gap between students and guide students with rich our country culture.

As we all know, in ancient our country, the sage and patriots put forward many cultural concepts that can carry thousands of years: "Old and healthy, better remove the heart of the head of the white; Poor and stronger, not falling qingyun ambition "; "Ann mansion tens of millions of, protect the world cold people all happy yan" worry; "Water can carry a boat, also can overturn the boat" to the people; "No one can die in life since ancient times, and keep honest heart according to history". These brilliant thoughts and cultures, as the foundation of our country, constitute China's "cultural soft power" in international exchanges, and also plant a strong and solid patriotic "seed" in the hearts of vocational college students [1].

2.2. Analysis of the present situation of cultural confidence
The traditional application of English teaching, English teachers tend to pay more attention to the words in the vocabulary and English tenses drum, that has totally ignored the student in the process of the autonomy and exploratory, English class students often in a passive to accept the position, and the teacher to occupy the position of "orders", It seriously hinders the individualized training of English teaching students, not to mention the cultivation of cultural self-confidence under the comprehensive quality education. At the same time, because the student is in the heart to new things have strong inquiry of adolescent stage, teachers for the background of English teaching and western countries too much, make the students have great interest in western countries, thus ignore the for study of our country's national culture, makes the strategic target of our country's modern cultural power loss of talents in support, Therefore, it is urgent to solve this situation.

ACADEMIC PUBLISHING HOUSE
Second, the cultivation strategy of cultural confidence under the background of Practical English in junior Middle School and ideological and political reform

2.3. Change teachers’ traditional teaching ideas and cultivate them in the study of Western culture

In the teaching process of Applied English, English teachers should properly instill the cultural components of China's geographical scenery, humanistic feelings, classical works of art, high-tech and other aspects to students. Meanwhile, in the process of Teaching English, teachers should actively change their traditional teaching ideas. Give full play to the subjective initiative to find the similarities between the Contents of English textbooks and Chinese traditional culture, and introduce them to the students vividly. For example, when guiding students to learn "Traditional art", teachers can be guided by the idea of ideological and political reform and aim to comprehensively improve students' quality education. While introducing American Traditional culture to students, teachers can also be involved in explaining our country's excellent Traditional art to a certain extent. For example, in a unit with the theme of "famous Writer" in the English textbook, a series of excellent American writers, such as Mark Twain and Hemingway, are listed in the article. Teachers can guide students to learn the English translation of classic works and also list outstanding our country famous writers, such as Lu Xun and Ye Shengtao. Lao she, contradiction and a series of made outstanding contributions to our country traditional culture as a writer, make students understand of the last century the two contradictory society in our country, salute each for the happy life sprinkled the blood of national hero, set up the correct value guidance and healthy development in life, to guide students in the learning of western culture can not forget the beginner's mind, Strengthen their own cultural traditional cultural reserve, for the nation's cultural confidence to provide a strong strategic guarantee.

2.4. Introducing new media information technology and combining audio-visual teaching

With the advent of the era of digital economy, modern information communication media, such as computer aided system and multimedia, mainly based on the Internet, are playing a significant role in the field of education in our country. Teachers should strengthen their ability to master the new generation of information technology while fully expanding their professional skills.

In the practical English teaching classroom, teachers can in the traditional western writers about to end, using the video player software for our country in the last century writer survival time background of the film, for example "s awakening" cause for army building and other classics, through to synchronise combined with film, wake up students' interest in studying traditional culture, Actively develop quality - oriented teaching methods. At the same time, the leading institutions of the upper level of the school should also formulate a scientific and efficient supervision and inspection system for this teaching strategy, so as to ensure the orderly promotion of the teaching strategy and promote our country to build a modern powerful country with cultural self-confidence [2].

3. CONCLUSION

the mighty heavy culture is everyour country children's character and style and is obvious in communication, life choices in life spiritual prop, excellent traditional culture construction in the struggle of a generation generation revolutionary martyrs, thus in the practical English teaching, should through the effective strategy to ensure students under the quality education to enhance its own cultural self-confidence, We should firmly choose our own life, inherit and carry forward our excellent traditional culture, and train students' ability of seeking innovation, promote the construction of our traditional culture, enhance our national culture confidence, and further improve our country's cultural soft power in the world.

REFERENCES


Farmer Cooperative Is the Effective Choice Of Grain Industrialization Management

Wenwu Wei
Meishan Vocational And Technical College, Meishan, Sichuan, China

Abstract: Farmer cooperative is an important driving force for the development of grain industrialization, and it is also the key factor for the formation and improvement of the industrial integration of grain enterprises. It is necessary to realize that farmer cooperatives are the inevitable choice and important way of grain industrialization. For this, this paper analyzes and discusses the content of optimizing the operation and development of grain industry in farmers' cooperatives for reference.

Key words: Farmer Cooperatives; Grain Industrialization; Management; Effective Choice

1. INTRODUCTION
Farmer cooperatives is promote the industrialization of grain development, expand the scale of the industry, and improve core competitiveness is an important part of the market, is also an important pattern, perfect the agricultural industry structure to boost agricultural development, increase farmers' income, promote the optimization of industrial structure adjustment and grain mature and perfect, so as to avoid the problem occurred in aspects of production, processing and marketing. It has realized the improvement of the quality of agricultural products and promoted the formation of agricultural development industry chain. Development of farmer cooperatives to help food industrial development, improve the efficiency of the grain, increasing farmers' income, a kind of effective measures, is also the important of food production enterprise development path, and actively developing farmer cooperatives need according to the specific requirements to raise the level of quality, and raise their comprehensive ability, cooperatives to promote the development of industrialization of grain.

2. IMPROVE THE MANAGEMENT QUALITY OF FARMERS' COOPERATIVES
2.1. We should make clear the goals of cooperation, take farmers as the main object of cooperative construction and development, deepen the implementation of the demonstration construction system of farmer cooperation, improve the management of grain cooperatives with strong scientific motivation, ensure that farmers can gain from participating in the construction of cooperatives, and promote the strengthening of cooperation between farmers' cooperatives and relevant subjects by adjusting the way of cooperation. And cooperative relevant subject can become a shareholder with DaZi into the club, the club, the real price, also can acquire through some small farmers cooperatives with integrated optimization, market core competitiveness, make food cooperatives, by promoting agricultural industrialization will food enterprise cooperative farm related subject integrated into a unified agricultural business alliance, and formulate relevant supporting mechanisms. Clear division of labor, promote benefit sharing, and improve the ability to resist risks [1].

2.2. Build excellent enterprises in grain industry
Excellent enterprises play a good role as a bridge in the development of grain industrialization, connecting the market, enterprises and farmers. Food enterprises should play an exemplary leading role, reflect their own advantages, with existing facilities equipment as the foundation, through acquisition, investment and other forms of food industry outstanding enterprises, expand production scale and enhance the comprehensive strength, combined with the current enterprise system requirements, break through limitation in the field of industry, and attract a variety of management main body, promote the power-and-power union, Cooperation to promote food enterprise products processing, on the basis of production, storage, processing, marketing and other industrial chain assisted outstanding enterprise technical level, strengthen innovation, optimizing the industry, to continuously expand and enhance their core competitiveness, market gain a competitive advantage, effectively promote the industrialization of food [2] the operation and development.

2.3. Establish the grain industry service system
By integrating existing elements in the field of grain industry, revitalizing idle storage assets, cultivating new grain cooperative organizations, and ensuring that farmers become the key and main body of market competition. National grain enterprises should make use of their own good storage conditions, build a high-level, high-quality staff, strengthen the leadership of grain associations and cooperatives, farmers, family farms and other aspects of deepening cooperation, and provide funds, technology, sales and other aspects of help for farmers cooperatives, so as to promote the stable development of grain industrialization. Through play a role of food service functions, improve service ability level, through the relevant money to provide support for grain cooperatives purchasing equipment, and can provide agricultural materials, fertilizer, new technology, new varieties, storage, quality certification, product marketing services, to ensure that the whole industry chain to achieve stable operation, and increase enterprise economic benefits. Grain enterprises pass industrial development policies, social and economic needs and advanced technologies to farmer cooperatives by improving relevant systems.

3. STRENGTHEN POLICY SUPPORT
3.1. Farmers cooperatives business development needs and government departments to give attention to them and the relevant departments should give support, including
policy support, and technical support of finance, in addition also need to optimize the mode of development, improve the management mechanism, pay attention to planning guidance, through the implementation of land policy, electricity and other auxiliary the grain enterprises scientific breeding of new varieties, Actively promote new products to ensure that the cooperative production base of grain can meet the demand of national land use and land, and on the basis of the approval process to carry out the work, promote the construction of grain area, the development of agriculture, the industrial transformation, the construction of water conservancy projects such as fusion to the construction of farmer cooperatives, should actively adapt to the social and economic development situation, Avoid the occupation of cultivated land due to the expansion of urban construction scope [3].

3.2. Promote the development of farmer cooperatives with the help of financial means
Capital is the foundation and prerequisite of farmer cooperative construction and operation. Some financial institutions need to optimize financial services, pay more attention to the operation and development of farmers' cooperatives and the industrialization of grain operation, and provide strong support to promote the effective connection between banks and farmers' cooperatives, assist the operation and development of agricultural cooperatives by providing credit services, increase the loan limit, and overcome financing difficulties.

3.3. Establish farmers cooperatives, loan guarantee mechanism, set up a loan guarantee fund, through the guidance of industry, such as poverty, as the key to provide support for farmers' cooperative finance, strengthen insurance, set up and optimize the claims system, developing new agricultural insurance products, expand the coverage scope, avoid farmer cooperatives in the development of business risk, It is also necessary to pay more attention to the information construction and technical training of capital investment, promote the development of farmers' cooperative industry, strengthen technological innovation, vigorously promote new ideas, new technology, new equipment, improve the technical level of grain industry.

4. FOCUS ON SKILL TRAINING
4.1. Actively implement the standard construction of cooperatives, and introduce advanced technology to carry out scientific and professional training, through the implementation of incentive policies to establish training stations, establish practice bases, strengthen technical demonstration, so as to provide technical skills support for the relevant personnel of farmers cooperatives, to provide talent support for the stable development of farmers cooperatives.

4.2. Pay attention to team construction of the system construction, through innovation set mode to introduce higher agriculture talents after work, undertake the responsibility of the grain industrialization, agricultural cooperatives is of great significance for the construction and development, to the broad masses of farmers to recognize the support of relevant national policies as well as the importance of cooperative construction, and to lay the foundation for the farmer cooperatives.

5. CONCLUSION
To sum up, farmer cooperatives are important factors affecting the development of grain industrialization management, and it is necessary to scientifically implement the construction of farmer cooperatives and accelerate the process of grain industrialization. For this, it is necessary to take effective measures, including improving the quality level of farmers' cooperatives, food industry outstanding enterprises, establishing the service system of food industry, strengthen the policy support, with the help of a financial means to accelerate the development of farmer cooperatives, pay attention to skills training, so as to gradually perfect farmer cooperatives development system, promote the effective implementation of grain industrialization development, Improve the quality level of grain industrialization and optimize the development mode of farmers' cooperatives.

REFERENCES
Analysis Of the Influence Of the Choice Of Accounting Method On the Quality Of Accounting Information

Fan Wu
Xi 'An University Of Technology Office Of Financial Affairs, Xi 'An, Shaanxi 710048, China

Abstract: The quality of accounting information directly affects the company's operating conditions and future management, which is one of the characteristics of the quality of accounting information, which is conducive to the forecast and evaluation of accounting information. The evaluation of the quality of accounting information depends on whether it meets people's needs. Based on accounting method, this paper analyzes its influence on information quality, so as to further improve the overall benefit of accounting.

Key words: Accounting Method; Accounting Information Quality; Impact

1. INTRODUCTION

First, the selection of accounting methods in the process of confirmation
The certification process is the first step. The main task is to check whether the item is included in the budget. This work involves recording, recording and verbal communication. This paper aims to select measurement criteria in the process of data filtering and qualitative analysis. When selecting data analysis benchmarks, their reliability, measurement methods, relevance and reliability should be evaluated.

2. DETERMINABILITY

2.1. Whether the company's future economic interests can be stable, no economic or economic impact of the project can not collect or extract data from the accounting information system. Only the data of accounting information system can provide partial accounting data.

2.2. Measurability
Measurement refers to the data obtained from the company's economic activities, which can be entered into the accounting information system in monetary form. Only quantitative accounting information can provide more information for enterprises.

2.3. Relevance
Accounting information and enterprise decision-making has a greater correlation. Only such accounting information can support the decision-making process of the company's directors.

2.4. Reliability
Reliability means that accounting information must accurately reflect a company's financial position, operating results and cash flow. The basic requirements are the authenticity, accuracy and objectivity of data, validation and records.

2.5. Standard selection in the qualitative process of data
Quality data must be available from the date of preparation and evaluation so that users of accounting information can obtain useful accounting information. The first is confirmation time: the data entered into the MIS must be confirmed in the current or future period. Income and expenditure relating to the current period, whether existing or not, are credited to the current income and expenditure account. Although fund income and expenditure are not included in normal accounting data, timely and complete collection of accounting data is very important to improve the quality of accounting data. Secondly, data identification refers to the types of accounting records contained in the accounting data processed by accounting institutions in the process of economic activities, as well as the impact of economic activities on the content of accounting records. These factors constitute the basis for improving the quality of accounting information [1].

3. SECOND, THE SELECTION OF ACCOUNTING METHODS IN THE EVALUATION PROCESS

3.1. Since the accounting process is the most important step to achieve the accounting goal, it is very important to choose the correct accounting method, including the evaluation method and standard in the evaluation process.

3.1.1. The historical cost is an attribute of measurement, so the historical value is the initial market price, so it has a certain reliability. However, their value can change as prices change. As a result, it is difficult to compare revenues and expenses to give a true picture of a company's financial situation.

3.1.2. Select the current cost as the main measurement attribute. Operating costs appear to cover the historical cost of price changes, but compatibility with original capital is difficult to assess. Costing methods cannot obtain complete cost information and cannot improve costs. Distorting expenditure information increases costs, reduces control efficiency and reduces the reliability of financial reporting.

3.1.3. Select the current market price as the main measurement attribute. Current value is the currency or its monetary equivalent of an asset used for settlement and normal sale. The current pricing method reflects the real value of assets, not recent prices, but is very convenient for policymakers. At the same time, in view of the particularity of the current valuation method, there is no assets that do not meet the valuation standards of enterprises, such as settlement assets (book value), assets or liabilities, except those that are still regulated by accounting standards. If regulators do not have book...
values, they should not consider the impact of changes in total purchasing power.

3.1.4. Select the current value of the variable as the main attribute. the valuation function is not limited to the expected liquidity of assets, but also ensures the stability and reliability of accounting information and applies it to all assets (such as intangible assets). Its main characteristic is that the present value of future cash flow is not reliable because of the uncertainty of future cash flow and the relevance and timeliness of accounting information.

3.1.5. There are also two methods of measurement: one is the nominal monetary measurement model; the second is the fixed measurement model. Both measurement models have their own characteristics and disadvantages. Nominal money simplifies accounting procedures and tools, but does not support changes in a market economy. In the case of inflation in the money market, there is a risk of devaluation of par value and serious distortion of accounting information. In fixed income currencies, notional money has no risk, but fixed income currencies are considered more important than accounting tasks. the authenticity of financial information depends on the quality of accounting information.

4. THIRD, THE CHOICE OF ACCOUNTING METHODS

4.1. Selection of recording method

General accounting policies in the recording process include double entry bookkeeping, accounting, and the preparation of accounting entries. Each accounting method is used to standardize the form of accounting information. In addition, specific information can be obtained through the development and application of accounting methods. For example, when a company buys shares and registers a discount with a seller, it uses a generic pricing method. the value of purchased materials depends on the total price before deduction. the discount includes the value of the material received and the financial value of the return. the net value of the purchased material is deducted from the cost and the value obtained is deducted from the invoice. If additional expenses are incurred upon expiration of the discount period, the amount of discounts that are not available will be counted as discount loss, thus reflecting the inefficiency of the Company's financial information.

4.2. Choice of recording means

In the past, accounting documents were compiled manually. Due to the influence of human factors, the efficiency was low, and serious errors would lead to the distortion of accounting data. With the development of science and technology, many companies begin to develop accounting information system according to their own needs. the implementation of accounting informatization greatly improves the efficiency of accounting business and the quality of accounting information, and has a positive impact on reducing the distortion of accounting information. The influence of accounting methods on the quality of accounting information

Accounting is the last part of the summary of the annual financial statements, including the balance sheet, the notes to the balance sheet and the summary of the balance sheet [2]. This reflects the company's business, production and cash flow for the entire accounting period. It is basically composed of statements and text, fully reflecting the company's financial information. Because of its own problems, it can only deal with a few factors, not internal factors.

4.3. Therefore, the notes to the financial statements can only be used to supplement other explanations that cannot be clearly explained. The budget report is an important part of the budget. Elements and items that cannot be fully described in the consolidated budget and their detailed descriptions. Firstly, the financial information of the Company is added in the notes to the financial statements, which is inconsistent with the definition of the company in the financial statements. These three reports (balance sheet, income statement and income statement) must conform to the definition of accounting elements to reduce liabilities and reduce the relevance and reliability of these two characteristics of accounting information. In addition, the notes to the company's balance sheet also meet the requirements of the balance sheet and provide financial information for the company's decision makers to help them make correct decisions and predict the company's future actions and management, which is very beneficial to the company's long-term development. In addition, the notes to the financial statements can help the decision makers of the company understand the contents of the financial statements and the methods and principles of preparing the financial statements.

5. CONCLUSION

With the rapid development of economy and social progress, computerization has more and more important practical significance. In enterprises, accounting information is an important basis for the decision-making process of enterprise transactions. the goal is to invest in business activities and promote long-term growth. the ability of the state to implement macro-control also has an important impact on the market. Therefore, in order to ensure the quality of accounting information, continuous in-depth research and training are needed.

REFERENCE

Abstract: As we all know, with the continuous deepening of our country's modern quality of education, modern society for the cultivation of talents in colleges and universities gradually toward high quality, high-level, high-level goal is deepening, in order to promote the steady progress of our country's modern education power process. In the current era of Internet information, internet-based big data, multimedia technology, cloud computing, computer aided system and a series of information technologies have become an important means of assisting in the field of contemporary social services, and have also played an indelible role in the English education system of colleges and universities in our country. Based on the modern international exchanges of global economy, "English", as one of the most extensive and important languages in the world, plays a profound role in the establishment and improvement of students' knowledge system and basic national conditions. From the perspective of broad industries, English is the main language of international network language, financial and economic prophecy, and popular music language. As the largest developing country in the world, our country needs to popularize and reform the concept of English teaching in quality-oriented education in colleges and universities [1].

Key words: College Education; College English; Reform Strategy; New Era; Analysis Research

1. INTRODUCTION

As the educational concept of the new curriculum reform is deeply rooted in people's hearts, the education department has paid full attention to the cultivation of students' moral, intellectual, physical, aesthetic and labor quality ability. Therefore, college students should not only consolidate their own scientific and cultural level, but also have certain foreign language communication ability on this basis. Although our country in recent years the national science and technology level and the social material foundation has been "by leaps and bounds" type of development, but in communication, technology, culture and outward transport and trade, differences still exist some due to geographical, ideological theory and values differences caused by communication barriers, so to meet the needs of the national development and modernization of social change, It is a basic policy to innovate and reform modern college English teaching strategies and methods.

In most colleges and universities in our country, therefore, subject education system is specified in "college English" as a compulsory course of modern college students, to enrich the students' knowledge, broaden the students' field of vision, improve students development core competition of the road in life, and then cultivate our global economic backdrop of a new generation of talent main force. So that Our country better "embrace" the international community, keep up with the trend of world development, but also for speeding up our country 2050 into a prosperous, democratic, civilized, harmonious, green socialist modern country this strategic goal has laid an important foundation. Based on the current college English education classroom, this paper discusses its importance and necessity for students, society, the country and the world, and briefly analyzes the current situation of the problems in the College English teaching classroom in our country, and puts forward some solutions.

2. THE SIGNIFICANCE OF OPTIMIZING AND REFORMING COLLEGE ENGLISH TEACHING CLASSROOM

2.1. Cultivate new comprehensive talents and lay the language foundation for international communication

In view of the rapid development trend of today's society, many experts and scholars in the field of new generation of information technology point out that the new era brought by the "computer" based new technology is an important opportunity for our country to take the "third world revolutionary wave". In the face of the modern finance and the development process of the deepening of the international community and optimization, English level and ability to be measuring whether a country can get the initiative in the international community and have the important evaluation benchmark, so innovation reform of college English education idea and education mode in our country, promoting the construction of college students English level, More and more educators pay attention to and research the important direction. As we all know, language is usually an important expression to show the national culture and spiritual core, and an important standard to measure the centripetal force and cohesion of a country. Therefore college students through the "college English" classroom learning and understanding, can fully understand the local conditions and customs of other countries and value concept, is to read widely and traditional knowledge acquisition channels, such as data query, English teaching becomes the most convenient, comprehensive, rapid access to western culture connotation. To broaden students knowledge category, at the same time, to cultivate students with international view and thinking ability, to cultivate a new era of comprehensive development in our country comprehensive talent laid the foundation language and expression, also promoted the country image and position in the international community in our country, to enhance our country's policy-making and, at the same time also for college students go abroad, the road of life.
towards the international stage has made certain paving and buffering [2].

2.2. Expand the employment direction and fields of college students and enhance their core competitiveness

Under the background of global economic and trade unicenom, increased the demand for new and high technology talent, and in advanced sophisticated modern college professional, also on the basis of professional quality and professional ability request to add the English a rigid inspection standard, thus makes the administered system, course content, course in colleges and universities make expression of many advanced adjustment. At the same time, the continuous improvement of teachers' professional skills provides a lot of hard guarantee for creating scientific and efficient college English classes in the modern new era. In recent years, in the majors of International economic law, international trade business, medical science, international politics and historical Archaeology, more and more attention has been paid to the cultivation of professional talents' English writing ability and oral expression ability, so as to ensure their acuity and application ability of "English". So that they can make their own strategy and wisdom in the career development path and professional field research and operation, and enhance their own achievements.

College English courses cover almost every aspect of modern life, from spiritual fields such as world civilization and history and culture of various countries to material fields such as production economy and trading activities, which has a profound enlightening effect on students' education and promoting their life development. At the same time, along with our country education level increasing, facing the employment number increasing, every year a lot of employment units for modern talent recruitment index of the English language was proposed, for example through cet exams or six levels of performance requirements in more than 500 points, with people's oral expression ability and writing ability, etc., It can be seen that the mastery of the subject of "English" and the ability to take exams can also improve the core competitiveness of students, help students stand out from the huge number of employment students, increase job opportunities, and expand the possibility of life in many aspects.

2.3. Facilitating international cooperation and keeping up with the new wave of world revolution

In the era of modern digital economy, English is the main language used in many official and governmental important places for document exchange and communication. the huge intelligent system formed by modern information technology with the Internet as its core is also based on the application of English. As the applied language of the work of the United Nations, It is of great significance to the economy, science and technology, politics and culture of all countries in the international community. As Leo Tolstoy said: "it took lovable gold to get, insightful, was also is such, the thought of a good" English in the field of life is a kind of mutual communication, exchange thoughts and achieve mutual understanding social tools, and to the society, in terms of national or even international, able to provide the world with rapid flow of communication resource configuration of science and technology. As we all know, since President Xi Jinping put forward the cooperation initiative of building "New Silk Road Economic Belt" and "21st Century Maritime Silk Road" in 2013, the cooperation concept of the ancient Silk Road has been deepened by relying on the existing multilateral mechanism between our country and relevant countries and the existing and effective regional cooperation platforms. All of this is based on the premise of language communication. "English" subject to effective teaching of the education in colleges and universities in our country, for I held up the banner of peaceful development, actively develop good relations with the cooperation of countries along the cultivating the talent base, and then for our country to build political mutual trust, economic of fate, responsibility, community, cultural transmission have laid a solid foundation of language communication. Against the background of ups and downs in the modern international society, the high-quality reform of "College English" teaching activities is also a major logistical guarantee for China to keep up with the new wave of world revolution and promote the prosperity of the country [3].

3. AN ANALYSIS OF THE DILEMMA FACED BY MODERN "COLLEGE ENGLISH" TEACHING

3.1. Colleges and universities are not clear about the teaching objectives of courses, which is a huge impact of the information age

With the continuous deepening of the new curriculum reform in the field of education, contemporary College students are faced with increasing academic pressure and employment pressure and other practical difficulties. Therefore, the traditional teaching ideas and teaching methods of "College English" courses in colleges and universities have been far from meeting the requirements of the current society for the cultivation of talents in colleges and universities. According to the research results show that the majority of "college English" teaching in colleges and universities in our country there is a single, one-sided situation, the way of teaching in colleges and universities for the overall planning on the macroscopic course, there is a starting point and the deviation of teaching concept, thus caused to the teaching aim of college English teaching in colleges and universities the status of the vague, Furthermore, there is a certain degree of teaching blind spot in the aspect of talent training, which hinders the goal of cultivating modern society morally, intellectually, physically, aesthetically and artistically. At the same time, the rapid of modern information network to now, the traditional college English teaching has produced a certain impact, students in supported by means of information in the Internet age, can be played multimedia technology, computer aided systems and other high-tech means, use their leisure time and the fragments of time, Learn College English anytime, anywhere and at will. Meanwhile, in recent years, the classroom system of "online education" has also been unprecedentedly popular. Compared with traditional
college English teaching, English teaching in the new media network is more humorous, making it easier for college students to accept. However, traditional college English teaching strategies focus on repeated training and practice of students' English vocabulary, tenses and grammar, and to some extent ignore students' subjective feelings, resulting in low efficiency of college English classroom teaching [4].

3.2. There is no communication between teachers and students in classroom teaching, and the importance of "College English" is weakened.

According to the author's interviews with experts and scholars in related research fields, the course length and resources invested by colleges and universities in "College English" courses are gradually decreasing. It can be seen that colleges and universities pay little attention to "College English" courses, and even many colleges and universities do not fully understand the importance of English as a widely used language in the world. However, in the broad sense of course teaching, teachers and students, as the two main roles in course teaching, should establish a timely and good communication bridge. However, this necessary strategy is rarely used in college English teaching for two main reasons:

The first lies in "college English" teachers. According to the mentioned above, colleges and universities for the neglect of English teaching resources and insufficient imbalance, the configuration of the status quo, tend to bring English teachers psychological speculation, suspicion, so many teachers think that their own career already imminent risk being cut, so a careless in innovation reform of college English course teaching means and the implementation activity. At the same time, college English teachers in itself under the influence of the traditional teaching concept, usually wrong to establish itself as the main body in the classroom, think education activities are around their teaching concept and teaching plan for teachers and students themselves usually curing in a "transmission" teaching mode, teachers, the initiative "orders", While students long-term passive to accept negative position, over time, because of fear of the authority of teachers, students and cause did not dare to ask, question the status quo, so the lack of a sound communication mechanism between teachers and students, students for English curriculum can not get timely and accurate answer, teacher for low efficiency of the teaching status quo and solving slam shut [5].

The other lies in college students themselves. Due to the severe employment situation, contemporary college students spend more of their learning time on "professional courses". For example, students in the department of Economics and Management spend more time on professional courses such as financial management and auditing, cost accounting and so on, and their spare time is usually spent in their own professional practice activities. For "college English" and "higher mathematics" "college our country" the study of the basic subjects such as consciousness relatively weak, although some students are concentrating on four, six levels of English certificate, just add their own advantages for later obtain employment, such "deal with" learning situation usually only lasts for a period of time, college students' lack of interest and enthusiasm for English discipline, Therefore, I cannot fully understand the importance of English in my own development path.

3.3. the teaching content of "College English" is one-sided, and teachers lack cognition of the new class

With the rapid development of modern social economic level, the application scope and application of English form got updates to a certain extent, but in the scope and contents of English teaching in colleges and universities have failed to obtain further update and complete, so far no longer meet the development requirements of the Times and the needs of the students their skills. For example, the teaching content of English writing in college English teaching maintains students' English application ability and language expression ability. However, when teachers plan this module, they usually adopt the teaching method of junior and senior high school [5].

For example, when teachers assign a composition entitled After Reading Forrest Gump's biography, they usually just play the film of Forrest Gump once, and immediately give the class time to the students and set up a set time for them to play freely. However this "autonomous classroom" is not clear as the main body in the teaching of the students, many students even without real understanding spirit under the premise of writing: according to the author, according to the results of the questionnaire part of the students said "for the spirit and meaning expressed by the film didn't really understand that only with high school composition template inter planting", Some students said, "I can only understand the movie to know what the enlightenment of the movie is for me. " This feeling and the relationship between the characters, and the profound meaning of the film lies in his portrayal of a small-town boy with congenital intellectual disability, all the way through the hardships of the miracle story. Therefore, students do not understand the profound meaning of Forrest Gump under the premise of doomed to write a composition without practical significance for discussion. In addition, with the developed of information network, the online education, online classes "classroom teaching also added new difficulty to teachers' teaching work, many teachers conditioned by their stereotype of teaching concept, to a new generation of the master of information technology and understanding ability is very scarce, so we can not adapt to today's efficient new classroom education under the network era. To some extent, it also causes the low level of college English education [6].

4. STRATEGIES FOR INNOVATION AND REFORM OF MODERN "COLLEGE ENGLISH" TEACHING

4.1. Establish a communication mechanism between teachers and students to promote students' interest in "College English"

From the perspective of traditional "college English" classroom, zero communication, zero exchange and zero interaction between teachers and students is one of the important reasons for the low efficiency of modern
English classroom in our country. Therefore, many experts and scholars in the field of education say that in order to fundamentally reverse the depressed situation of English classroom, the most urgent task is to establish a scientific and reasonable communication mechanism between teachers and students, to clarify the subject status of students in English class, and to fully ensure the right to speak of students. Tao Xingzhi, a famous Educationist in our country, once said: "The starting point of invention is to ask questions." Therefore, it is necessary and important to guide students to boldly ask questions and fully guess and communicate. In daily communication between teachers and students, the teacher should also pays attention to its own answer, look in the eyes of equality, respect at every student, while to do according to their aptitude, students should have some patience to listen to the issues raised, and USES the words to encourage the courage to cultivate students dare to speak in English class. At the same time, teachers must be good at through the scene inquiry method so that the students are in the "language", keeping English classroom dynamic vitality, optimizing the teaching path, the reform of English classroom structure, improve teachers' professional ability and professional quality, give full play to teachers' professional value orientation, set a positive example for students [7].

4.2. Introduce information-based teaching equipment to build a "new class" in the Internet Era
Based on the above, the relevant educational management departments should train and assess the new generation of information technology for English teachers, so as to improve the overall construction level of the new technology ability of English teachers in Colleges and universities in our country. With the deepening of the background of the digital economy era, a new generation of information technology has entered the basic service fields facing the masses, such as medical care, education and public institutions in our country, and played its role of "wind stop stone" in many key control procedures. Therefore, relevant education departments should increase financial efforts to realize the informatization of colleges and universities. Colleges and universities should introduce a series of network hardware and technical equipment, actively broaden the teaching channels of English teachers, gradually establish modern college English education classes with the new generation of information technology as the core, and fully activate educational resources. Through regular and directional communication activities such as expert lectures and information technology seminars, teachers can improve their information construction level and application ability of technical equipment.

Meanwhile teachers should also actively expand their way of education, by WeChat public platform, weibo and other modern communication software to reform the traditional English teaching mode, teachers can create "everyday English" WeChat public, timing quantitative the release of the classic, classic we extract and English spoken English communication skills, etc, Enable students to use idle "fragment" time for understanding. In addition, the teacher can also formulates the corresponding appraisal rules, such as before the English course, invited to read or recite English students, teachers can list a series of ancient and modern, Chinese and foreign classic masterpiece, such as "to oak," stray birds "poetry, such as" sand Yang Nora aroused by students use of English in reading, not only can enhance the students' oral English ability, It also creates a relaxed, cheerful and positive English classroom atmosphere [8].

4.3. Reform the form of classroom interaction and build a supervision system for English teaching reform
The English course in colleges and universities need to update the ideas of teaching, students not only as the final English examination and graduation prepared a "handle" course, based on the mentioned above, to promote our country's economic and trade English, enhance our country's international voice, deepen our cooperation outward has profound role in promoting. Therefore, cultivating modern English talents is a basic strategy based on our country's national conditions. Colleges and universities should increase the teaching duration of English subjects, give full play to the professional functions of English teachers, improve the teaching environment of English classes, enhance the comprehensive status of English subjects, and carry out the corresponding professional exchange meetings to popularize activities to enhance students' attention to English subjects. At the same time, teachers should arm themselves with new teaching ideas, actively encourage students to speak in English class, and discuss English subjects with students on an equal footing, so that students can fully show their own opinions and ideas, so as to spark ideas in language conversation and expression [9].

Due to the limitation and deficiency of students' English ability, teachers should guide students with a correct attitude in class, keep up with the trend of the Times, select fresh topics concerned by students to carry out discussions, and ensure students' participation. At the same time, teachers should establish and improve the evaluation and supervision system of English classroom reform in the course of teaching plan planning, so as to be able to read and introspect in real time. Teachers in final inspection or class testing, shall be the appropriate rejects traditional differentiating the spelling words, synonyms, grammar tenses, such as study subject, give full play to the subjective initiative to add some rational interest investigation content, dry type transformation reform of traditional assessment system, to develop the students' personalized, imagination and the combination of English discipline, Only by guiding students to answer the questions in accordance with their own ideas can students' real English mastery be tested. Meanwhile, a democratic, fair and harmonious assessment mechanism is also established, and the educational development concept of people-oriented and moral education in China is promoted, so as to improve students' personality development ability while teaching based on knowledge [10].

4.4. Practice the flipped classroom education model to improve students' awareness of independent learning
In view of the current situation of English classes in our country, teachers should promote students' active learning ability and self-reflection consciousness by launching new education modes, guide students to conduct pre-class activities through video explanation, audio playback, computer aided system and other new technologies, and adjust teaching projects and content in and out of class. Leave the precious time of English classes to the students to ask questions, reflect, thus in the practical communication consolidate their own English level, improve the students' attention, at the same time learn to self learning ability and the achievements inspection and reflection, to some extent also cultivate the students' self-discipline and self-discipline, for its towards social and career to build a solid foundation.

So for teachers, should give full play to their own subjective initiative, break the barriers to communication between students and actively, in the education idea of "would bow as a willing ox" close to students' daily life and study, fully understand the students in English class of problems and difficulties encountered, and timely help and solve measures. At the same time, teachers should also be in daily English teaching in the classroom, through the effective interaction between teachers and students, take the intuitive demonstration method, reading guidance method, task driving method, visit the teaching method, such as specific teaching methods, to mobilize the enthusiasm of the students in English class, arouse the students' curiosity, to "English world" to keep the students for English lasting and keen interest in heart [11].

5. CONCLUSION

as is known to all, with the deepening of global integration, "college English" courses become course to our country university students' English writing ability, oral English and translation language skills such as the main path and channels, and to comply with the cooperation policy of "modern silk road" of our country has also made an indelible contribution. Through the practice of new educational concepts, improving the English teaching reform system, building a modern informational English classroom and other strategic paths, promote the development of English courses in Colleges and universities in our country towards the direction of specialization, systematization and hierarchy, and actively respond to the comprehensive quality education concept put forward by our country. In order to achieve the strategic goal of building our country into a strong socialist education country in an all-round way, it has accelerated the speed and set up a model for the reform of other disciplines in our country universities [12].

REFERENCES
Discussion on Function and Development Trend of Electric Automatic Control System

Yiling Wu
Changzhou College of Information Technology, Changzhou, China

Abstract: With the continuous development of social economy and science and technology, the development of the electrical industry has been greatly promoted, and the effective application of relevant science and technology in the electrical control system, but also to a certain extent to improve the level of electrical automation control, which also improves the efficiency and quality of production to a certain extent. Relevant enterprises should, therefore, improve the electrical automatic control system of values, and want to know about the function of the system shall be, the introduction of advanced technology for the system optimization, so it can play a important role, but also grasp the development trend of electrical automation control system, and combining the actual situation, fully on the application, make it play the actual utility.

Keywords: Electric Automatic Control System; Function; The Development Trend

1. INTRODUCTION
1.1. Science and technology is an important factor in the improvement of social productivity, the development of different industries needs the support of advanced technology, so as to provide corresponding power for their development. the effective application of electrical automation technology helps to ensure the normal operation of the electrical automatic control system, so that it can normally carry out the corresponding monitoring work, timely find the fault in the operation of electrical equipment, so that it can timely respond to the relevant fault problems. With the development and application of information technology, big data technology and intelligent technology, electrical automatic control system will be more perfect, but also increase its own function, for the development of the electrical industry has a positive role in promoting.

One, the function analysis of electrical automatic control system
1.2. Automatic control function analysis
If related electrical equipment in the process of actual operation, sudden failure problem, so relevant automatic control system will cut off the circuit in time, avoid the equipment operation fault affect the entire electrical system, thus to achieve the automatic control of the electrical equipment, the control behavior through implementation of control circuit, after automatic control program is running, It can maintain the safe operation of the system circuit for a long time, which is beneficial to reduce the hidden danger of the circuit operation. In the concrete operation process, electrical control system will use the corresponding resistance, exports to the system to obtain, science to generator protection and control at the same time, this is a more advanced program, through the effective application of the system, can save human resources, also can protect the safety of equipment operation, reduce the safety risk [1].

1.3. Protection function analysis
For electrical automatic control system, its itself also has the corresponding protection function, in the process of running, the system can carry on the dynamic monitoring to the related electrical equipment, if found problems in the operation of the equipment in abnormal situation, or malfunction problems, automatic control system is able to detect the existence of fault electrical equipment in the first time, and carries on the rapid positioning, At the same time, the line current and voltage will be effectively blocked, for all equipment to protect, as far as possible to reduce the adverse impact of fault problems on electrical production.

1.4. Monitoring function analysis
In the electrical automatic control system also includes the corresponding monitoring system, and the ability to perform monitoring functions, through this system, can for the whole line of electric equipment comprehensive monitoring, for the system to cover the specific operation of electrical equipment and the actual state of different equipment, to be able to conduct a comprehensive control, in this way, abnormal signals of the device can be received in time to reflect the actual situation of the device.

1.5. Measurement function analysis
Electrical automatic control system in the process of actual operation, also can carry on the measurement of related parameters of circuit, human beings can receives the relevant signal, can only work on electrical equipment in the operation of the state to be qualitative, to the electric equipment of voltage, current, power determination of several parameters, such as information, also need to use the corresponding automatic control system, By analyzing the obtained parameter information, we cannot only master the specific operating status of the device, but also find the abnormal problems, and then effectively deal with the related device faults.

1.6. Intelligent function analysis
At present, the development of science and technology, to produce big data technology, intelligent technology and other new technology, with the development of era, the application of these techniques are more and more widely, including intelligent technology is in electric has been effectively used in the automatic control system, which to a certain extent, improve the level of the electrical automation control, and can realize intelligent control of electric equipment. Through the application of intelligent technology, the expert system is constructed, which can accurately identify the fault problems in electrical equipment. For some relatively light fault problems, the
intelligent expert system can be used to solve them, which can also reduce the maintenance cost of electrical equipment and reduce the input of resources. For some serious fault problems, the automatic intelligent system can give early warning in the first time to remind the relevant supervisors, so that they can timely overhaul the electrical equipment, reduce the impact range of fault problems, so as to avoid the aggravation of fault problems [2].

2. TWO, THE DEVELOPMENT TREND ANALYSIS OF ELECTRIC AUTOMATIC CONTROL SYSTEM

2.1. The technical level of electric automatic control is constantly improved
For electrical automatic control system, it mainly based on the formed on the basis of science and technology, and society in the future the development of era, the science and technology will continue to grow, technical level will also increase gradually, at the same time, the automatic control system can also with more advanced technology to combine, then realize the electrical automatic control system of scientific innovation, Promote the development of electrical automatic control system, its own function can also be increased. Related enterprises in order to enhance their competitiveness, will also strengthen the research and development of electrical automatic control system, and the introduction of advanced technical means and intellectual property rights, make the technology of electrical automatic control system more perfect.

2.2. Developing in a standard and uniform direction
At present, still lack a certain standards for electrical automatic control system of integrity, unity and also flawed, with the enlargement of the electric automatic control system application, the system will be more standard and unified, for the electrical automatic control system can guarantee the normal operation, the utility can also perform its practical function. In addition, the standardization and unification of electrical automatic control system, mainly based on customer needs based on this, with the passage of time, the customer will be according to the specific condition of electrical automatic control system, put forward higher request, in this case, in order to meet the actual needs of customers, improve the service ability of the system, also combined with the actual situation, Improve the level of system unification and standardization [3].

2.3. Developing in the direction of specialization and security
In the design, installation and application of the electrical automatic control system, professional talents are required to be responsible for, so as to improve the effectiveness of the system. Therefore, in the future development, relevant enterprises will pay more attention to the specialization of automatic control system, and will promote the system to develop in the direction of specialization from talents, technology and other aspects. At the same time, the system will be better and safer to operate.

3. CONCLUSION
In terms of the actual situation, the electrical automatic control system itself has a number of functions, can achieve the monitoring and management of the relevant electrical equipment, reduce equipment operation problems, improve the operating efficiency of electrical equipment, so that it can maintain a good running state. Therefore, the relevant enterprise units should realize the importance of electrical automatic control system, and to carry on the reasonable application, will give full play to its own advantages.

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Abstract: Cement-based conforming material (ECC) for engineering is a fiber reinforced cement material with high alkali resistance and tensile resistance in system design. In the current development of our country's construction industry, we attach great importance to the use of this composite material, which can comprehensively improve the construction quality of construction projects. In the analysis of this paper, the development and actual application characteristics of ECC materials are mainly described to provide certain technical reference for staff in related fields.

Key words: Ecc Material; Cement; Concrete Engineering

1. INTRODUCTION

In the past construction project construction, concrete material is the key material of engineering project construction. However, the traditional materials are faced with the problem of ultimate load brittleness, which leads to the poor tensile properties of concrete. Secondly, under the normal load, the destruction effect is presented, which also reflects the structural durability of concrete is not sufficient. Such material problems, need to carry out a comprehensive upgrade. ECC material is a very important material type.

2. ECC MATERIAL DEVELOPMENT

2.1. ECC material is a kind of material that is designed and analyzed from fracture mechanics, microscopic physical mechanics and other aspects of traditional concrete material in the design process, comprehensively improving the strength of short fiber, and mixing the fiber amount, which always conforms to the overall volume of composite material. The hardening of traditional materials results in a large number of cracks under tensile load. In the current use of composite materials, the ultimate tensile stress should be controlled at 3%, so as to meet the cement engineering construction of new engineering projects. In the design process, the interior mainly contains fiber, cement, mortar and mineral admixtures and other materials. After long-term use, the structural properties, ductility and corrosion resistance of the material have been significantly improved. Especially in the energy dissipation, seismic structure design links, play a strong effect.

2.2. Practical application of ECC materials

2.2.1. Selection of raw materials

In the practical application of ECC materials, reasonable selection of raw materials should be made first. Common raw materials include cement, aggregate and admixture, etc. the selection methods and key points are as follows:

2.2.2 cement
Present in the market of cement type is rich, so in the use of that type of cement, want to combine the construction characteristics of the concrete project of the project, combined with the analysis of environment, the analysis of its accordingly, such ability can ensure use of the construction of a good way, improve the overall effect of the construction. In the construction process of the project, it is necessary to combine the actual environmental characteristics of the project, as well as the content of the construction project construction, to use some of the most cost-effective silicate.

2.3 Aggregate selection
In the process of benchmark mixing, the quality of aggregate will directly affect the quality. Therefore, in order to ensure the overall slight improvement, ultrafine limestone powder can be actively used as the main material type in the construction link. After construction, the density of construction is well guaranteed.

2.4 admixture
In the process of construction, in order to improve the quality of composite materials, polycarboxylic acid water-reducing agent should be actively used to achieve the properties of high mild and high collapse protection. Such a way of material allocation is also the main way of project construction at present.

2.5 fiber
In the treatment of fibers, corresponding experimental analysis should be carried out to ensure that the ultimate strain resistance capacity of ECC materials used can reach a relatively stable level of 3%, and ensure the comprehensive improvement of compressive strength.

3 CONFIGURATION PROCEDURE

3.1. In general, in the use of mixers, it is necessary to carry out scientific and reasonable configuration and analysis of ECC materials, and actively ensure that the matrix mixture of cement mortar always maintains good fluidity. However, in the configuration process of ECC materials, coarse aggregate is often not contained, so when preparing ECC, there will be no friction in the aggregate of the stirring link, or there will be a certain mixing effect if there is no friction. In the process of configuration, it is necessary to adjust the operation mode of the mixer and reasonably control the entry sequence of its raw materials [1]. Through such a construction way, can be very good in the actual use of the link, the overall improvement of the stable operation of the system. Secondly, in the actual mixing process, the water consumption should be reasonably controlled to avoid excessive water consumption. Based on the guidance of the working mode of the staff, ensure that after mixing to a uniform liquid, you can add a certain fiber, so as to achieve specific processing.

In such a configuration, the actual situation of ECC materials can be understood only after subsequent test and
analysis. In the analysis of the initial state after adding water, it is necessary to undergo detailed stirring treatment, while ensuring the analysis of its liquefaction problems. However, once there is a relatively large amount of fiber, it is necessary to further disperse evenly, so as to improve the treatment effect.

3.2 Application and improvement

In order to make preparation of ECC materials can be effectively applied to the construction of project, requires a more comprehensive testing and analysis of its material, through the way of specific design and analysis, with a detailed analysis of project construction, to understand the characteristics of the construction of the project, as well as the demand for ECC materials.

For example, in the construction of subsequent projects, thickeners were used, which made the concrete material more dense and could be attached to the vicinity of the building [2]. Such a construction method will lead to the problem of unstable load capacity, so the construction method with ECC pseudo-coagulation performance can be adopted in the project construction. This is a problem in the construction process, an abnormal early solidification, generally in who use water mixing cement link. Therefore, there is no significant amount of heat during false coagulation. Therefore, under such construction mode, it is necessary to carry out targeted analysis of its projects, and ensure that each link of project construction needs to be combined with ECC project construction requirements. In addition, it is necessary to use a perfect treatment method to comprehensively improve the rationality of construction. Secondly, due to the density of ECC projects, it is necessary to carry out targeted analysis of ECC projects in the construction process to ensure that materials can be used reasonably. Secondly, in the material construction link, based on the construction of the project, the reasonable division and treatment of the strength of the material. For example, in the filling process, the tear resistance of ECC materials can be reasonably analyzed to ensure the improvement of super tensile strength. Such construction mode, is the use of ECC materials of construction requirements, guarantee every link of the construction of the project at the same time, all want to accord with the characteristics of the material, according to different construction link, to adjust the configuration method of the material, and combine its a good configuration rationality of construction materials processing, through the way of construction and greatly improve the construction quality of construction engineering project.

Conclusion: to sum up, to carry out the construction of the project, the need to attach importance to the ECC materials used, at the same time guarantee the particularity of project construction, with reasonable adjustment of the material, in order to meet the demand of different construction of the project, comprehensively improve the quality of different links of construction of project, in accordance with the present our country construction project construction requirements.

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Thoughts On Teaching Reform Of Management
In Higher Vocational Business Administration Specialty

Qianqian Xue
Shandong Vocational College Of Industry, Zibo, Shandong 256414, China

Abstract: Higher vocational stage as an important part of the education work, the management in the modern business management professional teaching occupies a very important position in the process, the main in the training of specialists in the field of enterprise management as the goal, and due to the traditional education idea and model, the influence of such factors as "management" teaching exist some shortcomings and deficiencies, unable to effectively improve students' quality, It will also affect the overall work of professional teaching; Therefore, in the later teaching, relevant teachers and college leaders need to strengthen the reform of management teaching, innovate teaching ideas, goals, models and methods, improve the actual teaching level, and lay a solid foundation for the healthy development of modern vocational business management teaching. the following main vocational business administration major "management" teaching reform ideas are analyzed and explored.

Key words: Higher Vocational Business Administration; Management; the Teaching Reform

1. COMMON PROBLEMS IN THE TEACHING OF MANAGEMENT IN HIGHER VOCATIONAL BUSINESS ADMINISTRATION MAJOR
1.1. The teaching significance is unclear
Under normal circumstances, when work for industry and commerce management professional teaching in high vocational colleges, related teachers is influenced by traditional thought idea is deeper, its not accurate to realize teaching goal and the significance of the management, and the gap between higher vocational colleges and ordinary undergraduate course colleges and universities of cognitive relatively fuzzy, resulting in the actual teaching methods lack of rationality, It restricts the improvement of the teaching level of Management, and even affects and hinders students' learning, growth and later development [1].

1.2. Students lack interest in learning
Under the influence of the new curriculum reform standard, students, as the key and thematic link of modern teaching, their own learning interest determines the overall level and quality of classroom teaching; And in some higher vocational business management professional, "management" teaching related teachers lack enough understanding and attention to its, mostly according to the interpretation of the teaching material content, not effectively extends, and the process of classroom teaching opportunity, do not provide students with sufficient communication in the classroom atmosphere dull boring, plus "management" teaching content relatively obscure, It restricts the improvement of students' learning interest, and then has a negative impact on the overall development of business administration teaching.

1.3. the choice of teaching methods lacks rationality
At the same time, scientific and effective teaching methods also belong to an important link in the process of modern teaching, affecting the teaching efficiency and quality; And in some higher vocational business management professional, teaching management related teachers lack enough understanding and attention to its, selected for daily teaching methods are more traditional, old and rigid, restrict the improvement of the teaching process flexibility, and lack of targeted in the actual teaching process, cause great limit to the classroom teaching level, Thus it affects the progress and development of business administration teaching in higher vocational colleges.

1.4. Lack of expansion and innovation in teaching materials
In addition, when the teaching of Management in higher vocational business administration major is carried out, there will be problems such as outdated teaching material content, lack of expansion and innovation. the main reason is that the original teaching material content is mostly based on foreign teaching materials and mainly based on basic theories, lacking enough practical operation. As a result, this kind of content can not be applied to the construction and development of modern business administration; In addition, there is a big gap between the content of foreign textbooks and China's national conditions. If it is not reformed and innovated, the improvement of students' learning, growth and development level will be limited to a great extent.

2. SECOND, THE THOUGHTS AND COUNTERMEASURES OF STRENGTHENING THE TEACHING REFORM OF MANAGEMENT IN HIGHER VOCATIONAL BUSINESS ADMINISTRATION SPECIALTY
2.1. Strengthen the clarity of the significance and goals of professional education
The current period, in order to strengthen higher vocational business management professional work of "management" teaching reform, the teachers and school leadership first need to improve the recognition of "management" teaching, and according to the standard of new curriculum reform and education department policy
requirements, such as positive innovation's teaching ideas and methods, and the significance of modern "management" teaching with clear goals. To ensure that more business management professionals can be trained in the later work to lay a good foundation for the overall construction and development of the society [2].

2. Strengthen the scientific selection of teaching methods

Under normal circumstances, when the teaching reform of management in modern higher vocational business administration major is carried out, its working level is easily affected by teaching methods and other factors. As the teaching of Management is characterized by complexity and comprehensiveness in nature, its teaching content involves many fields. Therefore, relevant teachers need to fully analyze and understand the teaching content in advance and choose appropriate teaching methods according to the content requirements. At the same time, students also need to choose according to their own professional knowledge level, learning interest, absorption and mastery ability, to ensure the smooth progress of classroom teaching process, and promote the improvement of the teaching level of Management in business administration major.

2.3. Strengthen and improve the rationality and effectiveness of the selection of teaching materials

As we all know, in any teaching process, the relevant textbooks will also affect the teaching level and quality; Therefore, when the "management" teaching reform for advanced vocational business management work, the related teachers need to reasonable choice of teaching material, at the same time, in the daily teaching, the teacher can teaching material as the foundation, with the aid of computer, network information, etc., to collect more abundant information resources to carry out the teaching work, in order to attract students' attention, Improve the activity and flexibility of classroom teaching, and ensure the normal and stable teaching of business administration.

2.4. Strengthening practical training activities

In addition to the above measures, in order to strengthen higher vocational business management professional to raise the level of "management" teaching reform related teachers and leaders of colleges and universities also need to comply with the department of education policy, according to the requirements of teaching, strengthen the development of the practice teaching activities, teachers need to assist and guide by it, prompting students will own basic theoretical knowledge into practical operation ability. Improve their professional quality level; School leadership, on the other hand, still need to obtain business management departments and business units to cooperate, invite some professional or business management personnel, enter the campus or in the classroom, to develop the activity of some lectures, explain the importance of business management to the student, inspire the enthusiasm and initiative of student learning, provide adequate for later in-depth study development [3].

3. CONCLUSION

To sum up, when the teaching of business administration in higher vocational colleges is carried out, Management is one of the important contents, which has a great impact on the professional teaching level and the overall development of students' comprehensive quality. To this end, teachers and school leaders need to comply with the standard of new curriculum reform and education department policy requirements, such as to change innovation, the traditional teaching concept and method of teaching materials, equipment and methods for scientific choice, on the other hand, leaders need to joint education departments, etc., organizing training education activities, To improve the professional quality, technical ability, responsibility and innovation consciousness of management teachers, in order to strengthen the teaching reform of management, so as to promote the further development of modern vocational business administration and education industry as a whole.

REFERENCES

On the Traditional Cultural Foundation Of Marxism Localization

Yike Yang
East China University Of Technology, Jiangxi, China

Abstract: Our country is a socialist country, in the continuous development of our country has walked out of its own way, walk is a socialist road with our country characteristics. In the process of unwaveringly taking the road of socialism with our country characteristics, our country is constantly exploring and thinking dialectically. It is not simply learning from and copying, but combining our country’s national conditions to seek a path suitable for our country’s development, so as to make it conform to our country’s current situation and better promote our country’s development. In the process of the development of our country, the our country traditional culture in our country plays an important role in the development, is our country’s characteristic socialism road right guarantee, is the precious wealth, is also the foundation of our country to realize the great rejuvenation of the our country nation, so this article will focus on the traditional culture in our country in the process of socialist construction foundation for research.

Key words: Socialism; Traditional Culture; Basis

1. INTRODUCTION
Marxism is produced in the 19th century, produced in western civilization, the generation of marxism has a great influence for the time of the era, and solve the problem when several times, there is no denying the fact at the time, the thought of marxism is very advanced, and now also has a very important influence for us, freed when the thought of some western countries, It has guiding effect on the development of some countries. Marxism is produced in western countries, but in different countries, Marxism is different, countries are committed to marxism and their own country's actual development situation combined, to seek national development. So is the use of marxism in our country, the current has completed the localization of marxism in our country, and according to the guidance of marxism found the road of socialism with our country characteristics, firmly go on this road, in the process of combined with our country actual, the influence of the traditional our country culture is very important, And deeply combined with Marxism, therefore, it is very important to study the traditional cultural foundation of Marxism localization, which is related to the development of Marxism and Traditional our country culture [1].

2. RESEARCH BACKGROUND
2.1. Marxism is a great science, is the reflection of the development of human society, for the development of human society has a guiding role, pointed out the direction of the development of human society. the history of revolution in our country, pointed out the direction of marxism to the development of our country, in the process of revolution, our party and the actual situation of combining marxism with our country’s reform, formed in the course of constant practice and use the localization of marxism, more in line with the requirements of development in our country, under the guidance of marxism, our country’s traditional culture has a very important impact on the localization of Marxism. With thousands of years of our country cultural history, Traditional our country culture affects our daily necessities and is the embodiment of our values. In the process of localization of Marxism, the influence of traditional culture is very great. And the localization of marxism is based on the our country traditional culture, local embodies the national conditions of our country, the traditional culture is also a reflection of our country’s national conditions, indirectly contributed to the victory of the revolution in our country, the road of socialism with our country characteristics, is the embodiment of the localization of marxism, and the our country culture is one of the important content. At the same time, the two complement each other. Traditional our country culture promotes the localization of Marxism, while Marxism also promotes the modernization of our country culture. It can be said that the two influence each other [2].

2.2. Localization of Marxism and overview of Chinese traditional culture
2.2.1. the connotation of localization of Marxism
Marxism localization is in the middle of the last century, and is our great leader chairman MAO put forward the concept of marxism localization, it said in a statement, show the localization of marxism with our country characteristics, in the process of accepting marxism to guide, not to blindly follow marxism, want to combine the characteristic of our country, In the process of gradually integrating Marxism into our country, how to combine it with our country’s national conditions is an important issue. Its connotation mainly reflects three points, the first is to convert practical experience into theory, the localization of Marxism is completed in the continuous practice, is in the continuous practice of experience into the content, this way formed the localization of Marxism. 2.2.2. Second, the connotation of marxist localization should be the marxism with our country characteristics, in the process of combination should understand that, in the process of localization of marxism, occupying the leading status, to find out who will be the dominant position of marxism, the original marxism has a strong western color, So when in use, should use strong cultural background of our country culture to change him, only in this way can the localization of marxism to change, make it more suitable for our country's situation, in the process of the localization of marxism in, is not simply copy and paste, but need to think dialectically, but need to go through a
series of practice, find the best way to blend. Finally, in
the process of localization of Marxism, it is necessary to
combine our country history, which is the embodiment of
a country's culture, and integrate these historical
experiences into Marxism [3].

3. THE CONNOTATION OF TRADITIONAL OUR
COUNTRY CULTURE
3.1. In the thousands of years of our country history, the
connotation of our country traditional culture is very rich,
including a lot of content, but now there are some different
interpretations of the connotation of our country
cultural tradition. Some scholars believe that our country’s
traditional culture is based on Confucianism, and at the
same time contains a huge ideological system of hundreds
of thoughts, which is very profound. Some scholars
believe that traditional our country culture contains the
inherent culture of our country, and has the characteristics
of advancing with the Times. It is the integration of the
present and the past, dynamically including the past and
the present, and constantly incorporating new ideas in the
new era. Some scholars believe that traditional our country
culture not only contains traditional our country
thoughts, but also people's habits, lifestyles and aesthetic
values. In a word, our country traditional culture contains
a lot of content, which is the inheritance and accumulation
of our country history [4].

3.2. The inevitability of combining Marxism with
Traditional our country culture
Marxism and the our country traditional culture is the
combination of inevitability mainly contains three aspects
of content, the first is the needs of the development of the
marxist marxism reveals the law of human development,
for the development of human society all over the world
has an important meaning, to the world, and of marxism
must by blending with national culture, Therefore, the
combination of Marxism and Traditional our country
culture is inevitable. In the process of marxism's
development, it must make different changes for different
countries. To develop in our country, it must accept
Traditional our country culture. The second point is the
objective need of our country, our country in the 19th
century and early 20th century, because of reasons of
seclusion, which caused a history of one hundred years of
humiliation in our country, the development is hampered
by a serious, but marxism brought hope for our country,
pointed out the direction for our country's revolution, so
the our country special national condition needs to
marxism, in the nineteenth century, our country was
oppressed by the three mountains, but there was no
ideological weapon to resist, and Marxism injected
strength into our country's thoughts. Taking up Marxism
realized our country’s modern reform, which was the way
out for the confused our country people brought by
Marxism, met the needs of our country's development,
and pointed out the direction for our country's
development. Finally, the need of traditional culture, in
the 19th century, the western artillery opened the door of
our country's isolation, military invasion accompanied by
ideological invasion, our country culture was affected by
the Western culture, worship foreign ideas slowly
breeding in Our country. our country traditional culture in
the darkest received a severe blow in one hundred, our
country gradually westernized, but appeared to prevent the
phenomenon of marxism, to avoid the wholesale
westernization of our thought, and deeply explore the
connotation of the our country traditional culture, make
the our country culture when learning western culture to
keep the bottom line, to preserve the our country culture,
Therefore, Marx is also needed by Traditional our country
culture [5].

3.3. Third, the traditional cultural foundation of marxism
localization
3.3.1. the philosophical basis of the Localization of
Marxism
The philosophical basis of Marxism emerged in 1886 and
was summarized by the famous thinker Engels, who
pointed out in his book that philosophy is the relationship
between thinking and being. In the history of the
development of our country philosophy, while in the
process of development are not the problem of the
thinking and explain, but in the history of our country, has
a certain understanding for thinking and existence, such as
in the pre-qin period is similar to the existence and
thinking of debate, the manifestation is the "nature" and
"actuality". And in the western han dynasty period, there
is a similar debate, the specific performance is the
relationship between "tao" and "content", particularly in
sui and tang dynasties has a "yes" "no. " debate, thus it can
be seen in the traditional culture of our country, have long
the understanding about thinking and existence, but our
country for answer is different from western philosophical
questions. However, the subject's thoughts are very
similar, but the forms of expression are different [6].

3.3.2. Similarities between Marxist philosophy and
traditional our country philosophy
Although the traditional our country philosophy is very
different from marxist philosophy in terms of expression,
its central content is very similar, and it is even said that
some Marxist thoughts and contents have appeared in our
country history. Marxism holds that the origin of the world
is matter, and consciousness is also a kind of matter, and
has a dynamic effect on matter. It holds that all objectively
existing things are matter. However, in traditional Chinese
philosophical questions, there is a saying of "the whole world is
one qi", believing that the origin of the world is one qi,
which is substance. From this, it can be seen that
Traditional Chinese culture has many similarities with
Marxism [7].

3.3. On the dialectics of marxism, marxism about the
contents of dialectical explanation is the coexistence of
two contradictions struggle and form new things, in the
traditional our country philosophy also has the similar
point of view, and the spring and autumn period in our
country, have similar theory, the zhouyi book about
"good" ideas such as "opposites", Moreover, the book also
emphasizes the idea of "opposites of Yin and Yang",
which constitute the movement of objects. In Zhouyi, it
also points out that problems should be viewed from the
perspective of development. In addition, laozi, a great
thinker in ancient our country, had a more profound

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thought. He said that "existence and existence are mutually dependent, and difficulty and ease are mutually dependent". He believed that everything in the world exists in opposition, and if the opposite is lost, it cannot exist alone.

3.4. the differences and similarities between communist thought and "great Harmony" social ideal

Communist ideology of the highest social ideal is the ideal of communism, and in traditional Chinese thought, has the thought of "datong", its content and the communist ideal of marxism is very know, but there are a lot of different, this is the important basis of traditional culture with the localization of marxism. Its similarities are many, but its difference is also very big, in the communist social ideal, its ideal is a kind of prediction for the social form, the development of communism is the need for strong productive forces as the basis, can not be realized now, need the joint efforts of the party and the people. However, the traditional our country concept of "great Harmony" is relatively weak in scientific science. After all, this thought was put forward in the feudal background, and this kind of consciousness tends to people's "miscarriage", which is just a fantasy that cannot be realized from the current perspective [8].

3.5. Both the similarities are, first of all, is the goal of both fit, the purpose of the two are implemented for all over the world, its essence is to eliminate class exploitation, realize people's freedom, yearning for world without exploitation and war, in the our country traditional culture, to the requirement of the new millennium, there had always been in modern has many people achieve harmony and to struggle, the idea of the vigorous Taiping Heavenly Kingdom movement in our country was to realize a society of uniform food and clothing by "wearing clothes and ploughing fields together", which negated private ownership to a certain extent like Marxism. Secondly, in terms of distribution mode, the expected distribution mode of communism is "from each according to his abilities and according to his needs", which is also reflected in our country’s idea of great Harmony, including "strong has its use", "old has its end" and "young has its strengths", which is similar to communist thought in essence [9].

4. THE INFLUENCE OF MARXISM LOCALIZATION ON TRADITIONAL CULTURE

4.1. Marxism for the influence of our country traditional culture is mainly exists in three aspects: the first is for our country the influence of the new democracy, the nationality of new nationalism is put forward by the great leader MAO zedong, emphasize not only in the development of the our country nation to inherit their culture, and learning about foreign cultures, the idea and the advanced nature of marxism has a direct relationship, the scientific nature of the new nationalism is also produced under the guidance of Marxism, promoting people to study scientific knowledge. the popularity was created by MAO Zedong, the great leader, combining Marxism with concrete practical experience. Second, our country 's culture of socialism with our country characteristics is closely related to Marxism. Under the guidance of Marxism, our country has found the path of socialism with our country characteristics, which has enabled our country to solve the problems of what to guide and who to be.

4.2. Finally, it is the influence on the modernization of traditional culture. Under the guidance of Marxism, the modernization of Traditional our country culture is realized, the inheritance and promotion of traditional our country culture, the correct view of foreign culture, and the gradual revitalization of traditional our country culture [10].

5. CONCLUSION

Culture is the embodiment of a country's comprehensive national strength and its potential. Relations with the direction of the national development, Marx is an important guiding ideology, development in our country in the process of the localization of marxism, the our country traditional culture play an important role, is the foundation of marxist localization, under the influence of traditional culture, our country to find a way of socialism with our country characteristics, has realized the rapid development of our country.

REFERENCES


Construction Of Financial Management System 
In Higher Vocational Colleges Based On 
Information Perspective

Qin Yao
Suzhou Polytechnic Institute Of Agriculture, Suzhou, China

Abstract: Financial management work of higher vocational colleges has extremely important influence on development of colleges and universities, in previous financial management work in higher vocational colleges, due to the management system and management methods in the course of a variety of unreasonable place so that financial management work to have a problem in the process, so in order to to improve this problem, Under the background of information development, through the use of information technology and information means to make a reasonable system for the management of higher vocational colleges, so that we can promote the good development of higher vocational colleges from the promotion of the accurate development of financial management of higher vocational colleges.

Key words: Informatization; Higher Vocational Colleges; Financial Management; System Construction

1. FIRST, IT IS NECESSARY TO ESTABLISH THE FINANCIAL MANAGEMENT SYSTEM OF HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF INFORMATIZATION

1.1. it is helpful to promote the innovation of financial management system in higher vocational colleges

Financial management work of higher vocational colleges is mainly for some operating expenses and manage activity costs and other expenses, so financial management work has very important influence on the development of higher vocational colleges, in the financial management of the past is conducted using artificial way, because of the financial management will be a large amount of data calculation, So in the process of work inevitably there will be some calculation error, and through the use of modern information technology for financial management work of the management system is perfect, because the information technology has high accuracy, so on a variety of data calculation to guarantee the accuracy of the data, thus it can be seen, the use of information technology to carry out financial management can ensure that the financial management work orderly and reasonable.

1.2. it helps to improve the efficiency of financial management in higher vocational colleges

Under the development of social economy and science and technology of our country's higher vocational colleges is in constant expansion, the scale of higher vocational colleges and students improve the financial management work at the same time the difficulty and workload of also more and more high, this change if it's past financial management method not only can't to guarantee work efficiency cannot to guarantee the quality of the work, And the use of information technology for financial management because information technology has the characteristics of high accuracy and fast operation, so the financial management staff only need to input the relevant information in the equipment equipment can analyze, process and calculate all kinds of data, Therefore, the use of information technology for financial management in higher vocational colleges can improve the work efficiency while improving the quality of work.

1.3. Second, the problems existing in the construction of financial management system in higher vocational colleges

1.3.1. financial management informatization understanding is not comprehensive

According to the most current to our country's financial management work in higher vocational colleges, the study found in financial management work and there is no application of information technology, the cause of the main causes of the problem is the corresponding management knowledge of information technology is not correct, when the lack of a correct understanding of informatization will not to understand the value and role of So in the financial management work will not be applied to information technology. Secondly, financial management in higher vocational colleges is closely related to multiple departments. When information technology is applied in financial management but other departments do not realize the value of information technology application, As other departments cannot effectively cooperate with financial management, the role of information technology in financial management cannot be played normally [1].

1.3.2. Insufficient awareness of information security prevention

Although the use of information technology for financial management work can guarantee the efficiency and quality of work, but if there is no attention to information security problems in the process of application will also lead to a variety of problems, network security is an important problem in the development of information technology in our country, In the use of information technology for financial management work for some information transmission may appear distortion, secondly, if the information management system used in colleges and universities security protection is not strong, then some hackers can easily steal important financial information in colleges and universities, This situation
will not only lead to the normal development of some activities in colleges and universities but also bring serious impact on the interests of teachers and students.

1.3.3. Lack of professional talents in information construction

Information technology is in the social science and technology promote the development of new technology, the technology application in financial management work in higher vocational colleges can improve the efficiency and quality of work but if the corresponding management personnel lack of information technology skills will also can not play the value of information technology. Secondly, in the use of information technology for financial management when the system problems also need to be effectively solved by the staff, so when the financial management work lack of scientific and low technical level of personnel can not realize the development of financial management information integration in higher vocational colleges.

2. THE EFFECTIVE MEASURES OF FINANCIAL MANAGEMENT SYSTEM CONSTRUCTION IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF INFORMATIZATION

2.1. Establish an information sharing platform

Financial management work in higher vocational colleges has a close connection between multiple departments, so the information technology application in financial management is to transfer the value of the information technology to play should work for financial management and other departments set up a corresponding platform of communication, the establishment of the platform not only can realize the communication between different departments, Also can effectively carry out the financial management work in each corner of the college. Secondly, after the establishment of the shared platform, in order to ensure the smooth progress of financial management, a standard workflow should be established for the work, so as to ensure that all departments can provide financial information to the financial department in a timely and effective manner [2].

2.2. Improving the safety prevention system

In the use of information technology for financial management work to pay strict attention to its security issues, in order to ensure that financial management work can be carried out in a safe environment, should establish a set of management mechanism for archives management to protect important financial information. Secondly, in order to avoid the computer virus bring impact to the financial management system, should be from several aspects to establish a defense system for financial management, financial management personnel in the daily work also want to do a good job of the backup information, so it can in promoting the safety of financial management and to avoid financial information loss phenomenon.

2.3. Strengthen the construction of financial management personnel

Higher vocational colleges of financial management in the management work of the main body, in order to safeguard the financial management work effectively, so it is for management's ability to ascend, such ability make financial management personnel can effectively on information system for operation, the ability of the managers to be implemented from the training work, In the process of training, employees should be educated in both quality and skills, so that managers can work in accordance with the standard process.

Secondly, the financial management should also reasonably apply big data technology. the use of big data technology can effectively obtain some financial information in the activities of colleges and universities, which can provide data support for the financial management of colleges and universities.

3. CONCLUSION

To sum up, in the information age, the financial management of higher vocational colleges must be effectively carried out by the application of information technology, so as to improve the efficiency and quality of management work from the application of information technology. the application of information technology in financial management in order to give play to the role of information technology to establish information sharing platform and improve security prevention system and enhance the ability of the corresponding management personnel, so as to make the stable development of vocational colleges from the reasonable financial management work.

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Application Of Determinant

Ruijuan Li
School Of Mathematics And Statistics, Pingdingshan University, Pingdingshan, Henan 467000, China

Abstract: Determinant is a powerful tool to discuss linear equations, which is widely used in many branches of mathematics. It plays a very important role both in the theoretical research of mathematics and in daily life. This paper discusses the application of determinant in linear equations, analytic geometry, elementary algebra and engineering.

Keywords: Determinant; Triangulation Method; Linear System Of Equations

1. APPLICATION OF DETERMINANT IN LINEAR EQUATIONS

1.1 Solving Linear Equations By Cramer's Rule

If the coefficient determinant of \( AX = b \) is \( D = \begin{vmatrix} A \end{vmatrix} \neq 0 \), the equation \( AX = b \) have a solution, and the solution is unique. \[ D_1 = \frac{D_1}{D}, D_2 = \frac{D_2}{D}, \ldots, D_n = \frac{D_n}{D}, \]

where, \( D_j (j = 1, 2, \ldots, n) \) is the determinant formed by replacing the number \( A_{ij} \) of column \( j \) with the constant term \( b_j \) on the right of \( AX = b \), i.e.

\[
D_j = \begin{vmatrix} a_{11} & \cdots & a_{ij-1} & b_j & a_{i,j+1} & \cdots & a_{in} \\
\vdots & \ddots & \vdots & \vdots & \vdots & \ddots & \vdots \\
a_{nj} & \cdots & a_{n,j-1} & b_j & a_{n,j+1} & \cdots & a_{nn} 
\end{vmatrix}
\]

Example 1 Solving linear equations

\[
\begin{align*}
x_1 + x_2 + 3x_3 + 4x_4 &= 1, \\
x_1 + 2x_2 + 3x_3 + 4x_4 &= 1, \\
x_1 + 4x_2 + 8x_3 + 16x_4 &= 1, \\
x_1 + 8x_2 + 27x_3 + 64x_4 &= 1,
\end{align*}
\]

Solution: the coefficient matrix is a square matrix with

\[
D = \begin{vmatrix} 1 & 1 & 1 \\
1 & 2 & 3 \\
1 & 4 & 9 \\
1 & 8 & 27 
\end{vmatrix} = 12 \neq 0
\]

It is derived from Cramer's Rule \[ D_1 = \begin{vmatrix} 1 & 1 & 1 \\
1 & 2 & 3 \\
1 & 4 & 9 \\
1 & 8 & 27 
\end{vmatrix} = 12, D_2 = D_3 = D_4 = 0, \]

So, \( x_1 = \frac{D_1}{D} = 1, x_2 = \frac{D_2}{D} = 0, x_3 = \frac{D_3}{D} = 0, x_4 = \frac{D_4}{D} = 0. \)

1.2 To Judge the Solution By Determinant \( AX = 0 \)

There must be a solution in \( AX = 0 \), because it is true if \( x_1 = x_2 = \cdots = x_n = 0 \) is substituted into the equation \( AX = 0 \). This is a set of zero solutions, and

(1) \( AX = 0 \) only having a unique zero solution \( D \neq 0 \),

(2) \( AX = 0 \) having non-zero solutions \( D = 0 \).

Example 2 The following linear equations proves the situation of finding the solution and writing the value \( \lambda \)

\[
\begin{align*}
(1-\lambda)x_1 - 2x_2 + 4x_3 &= 0, \\
2x_1 + (3-\lambda)x_2 + x_3 &= 0, \\
x_1 + x_2 + (1-\lambda)x_3 &= 0.
\end{align*}
\]

Solution: the first is to write the coefficient determinant, i.e.

\[
D = 2 \begin{vmatrix} 1 & 3 - \lambda & 4 \\
1 & 1 - \lambda & 2 \lambda - 1 \\
1 & 0 & 1 - \lambda 
\end{vmatrix} = -\lambda(\lambda - 2)(\lambda - 3)
\]

(1) When \( \lambda = 0 \) or \( \lambda = 2 \) or \( \lambda = 3 \), \( D = 0 \), the system of equations has non-zero solutions.

(2) When \( \lambda \neq 0 \), \( \lambda \neq 2 \) and \( \lambda \neq 3 \), \( D \neq 0 \), the system of equations has a unique zero solution.

The determinant can be used to judge the solution, which is simpler and easier to understand than the elimination method. The elimination method is more complex and has certain limitations.

2. APPLICATION OF DETERMINANT IN ANALYTIC GEOMETRY

In the study of analytic geometry, we will encounter many examples of solving straight line or curve equations, such as the equations of straight line, ellipse and conic. For these questions, if we use the knowledge of geometry to answer, it will increase the amount of calculation and be more cumbersome. However, judging the conclusion that the equations have solutions by determinant can simplify the workload of calculation and help us solve the problem:

Example 3: when an ellipse passes through the points \( (1, 3), (2, 4) \) \( \text{and} \ (3, 5) \); the focus is on the \( x \) axis, to solve the elliptic equation
Solution: Let the elliptic equation be \( \frac{x^2}{a^2} + \frac{y^2}{b^2} = 1 \); the ellipse passes through the points \((x_1, y_1)\) and \((x_2, y_2)\), and we can bring these two points into the equation to obtain the following equations, namely

\[
\begin{align*}
\frac{x_1^2}{a^2} + \frac{y_1^2}{b^2} - 1 &= 0 \\
\frac{x_2^2}{a^2} + \frac{y_2^2}{b^2} - 1 &= 0 \\
\frac{x^2}{a^2} + \frac{y^2}{b^2} - 1 &= 0
\end{align*}
\]

When we observe the structure of the equation, we can find that the above equations are homogeneous linear equations about \(\frac{1}{a^2}, \frac{1}{b^2}\) and -1. Then, according to the existence of the subject ellipse, it has a non-zero solution. At this time, the coefficient determinant is 0. Then the elliptic equation can be written as [4]

\[
\begin{pmatrix}
x^2 & y^2 & 1 \\
x_1^2 & y_1^2 & 1 \\
x_2^2 & y_2^2 & 1
\end{pmatrix} = 0
\]

According to the subject conditions:

\[
\begin{pmatrix}
x^2 & y^2 & 1 \\
1 & \frac{32}{9} & 1 \\
63 & 9 & 1 \\
16 & 4 & 1
\end{pmatrix} = 0
\]

Namely

\[
\begin{pmatrix}
32 \\
9 \\
9 \\
4
\end{pmatrix} = \begin{pmatrix}
x^2 - 1 & 1 \\
63 & 1 \\
16 & 1
\end{pmatrix} + \begin{pmatrix}
1 & \frac{32}{9} \\
63 & 9 \\
16 & 4
\end{pmatrix} = 0.
\]

Solution

\[
\frac{x^2}{9} + \frac{y^2}{4} = 1
\]

3. APPLICATION OF DETERMINANT IN ELEMENTARY ALGEBRA

3.1 Decomposition Of the Factor With the Determinant

Factorization is a key point in elementary algebra with strong skills. In elementary algebra, its methods include numden cross multiplication, undetermined coefficient method and so on. After learning the determinant, we can change our thinking and use the determinant to help us decompose the factor. The key to solving problems with determinants is to find a way to convert polynomials into the form of determinants according to the conditions of the problem, and then solve such problems according to the properties of determinants. In this process, we should pay attention to the arrangement rules of determinants.

Example 4 Decomposition of the factor \(5x^4 + 24x^3 - 15x^2 - 118x + 24\)

Solution: simple form

\[
\begin{pmatrix}
5x^2 + 24x - 15 & 59x - 12 \\
2 & x^2
\end{pmatrix} = \begin{pmatrix}
5x^2 + 24x - 15 & -10x^2 + 11x + 18 \\
2 & x^2 + 4
\end{pmatrix} = \begin{pmatrix}
(x - 2) & 5x^2 + 24x - 15 & -10x - 9 \\
2 & x + 2
\end{pmatrix}
\]

\[
= \begin{pmatrix}
(x - 2) & 5x^2 + 24x - 15 & 5x^2 + 14x - 24 \\
2 & x + 4
\end{pmatrix} = \begin{pmatrix}
(x - 2)(x + 4) & 5x^2 + 24x - 15 & 5x - 6 \\
2 & 1
\end{pmatrix} = \begin{pmatrix}
(x - 2)(x + 4)(5x - 1)(x + 3)
\end{pmatrix}
\]

3.2 Solving Inequality Problems With Determinant

There are many methods to prove inequality, such as difference comparison method, analysis method, counter proof method and so on. After learning the determinant, there is another method, which can convert the inequality into the form of determinant according to the conditions of the problem, and then prove it according to the knowledge of determinant. In this way, we may get twice the result with half the effort.

Example 5 proving inequality

\[
(a^2 + b^2)(c^2 + d^2) \geq (ac + bd)^2
\]

Proving:

\[
\begin{pmatrix}
\begin{pmatrix}
a^2 + b^2 \\
a^2 + b^2
\end{pmatrix} & \begin{pmatrix}
ac + bd \\
ac + bd
\end{pmatrix} \\
\begin{pmatrix}
a^2 + b^2 \\
a^2 + b^2
\end{pmatrix} & \begin{pmatrix}
c^2 + d^2 \\
c^2 + d^2
\end{pmatrix}
\end{pmatrix} = \begin{pmatrix}
a^2 + b^2 & ac + bd \\
ac + bd & c^2 + d^2
\end{pmatrix} = 0 + a^2d^2 - abcd + b^2c^2 - abcd + 0
\]

\[
= a^2d^2 - 2abcd + b^2c^2
\]

\[
= (ac + bd)^2 \geq 0
\]

4. APPLICATION OF DETERMINANT IN ENGINEERING

In electronic engineering and cybernetics, we often use Laplace transform to analyze, and transform a linear
differential equation into a system of linear equations, and
then use Cramer's Rule to solve it.
Example 6 As shown in the figure, the circuit has no
energy storage before \( t = 0 \), and the switch is closed when \( t = 0 \), to solve the expression and waveform of voltage
\( V_2(t) \)

![Circuit Diagram]

Drawing the S-domain equivalent model of the circuit
diagram shown in the above figure, as shown in the
following figure:

![S-domain Equivalent Model]

When \( t \geq 0 \), the loop voltage equations are listed:

\[
\begin{align*}
(s + \frac{1}{s+1})I_1(s) - \frac{1}{s+1}I_2(s) &= 0 \\
\frac{1}{s+1}I_1(s) - (s + \frac{1}{s+1})I_2(s) &= -\frac{1}{s}
\end{align*}
\]

The coefficient determinant of the equation is:

\[
D = \begin{vmatrix}
(s + \frac{1}{s+1}) & 1 \\
\frac{1}{s+1} & (s + \frac{1}{s+1})
\end{vmatrix}
\]

It is known that when the equations have a unique solution,
which can be obtained by using Cramer's Rule:

\[
D_1 = -\frac{1}{s(s+1)}, D_2 = -1 - \frac{1}{s(s+1)}
\]

So

\[
I_1(s) = \frac{D_2}{D(s+1)^2}, I_2(s) = \frac{D_1}{D(s+1)^2}
\]

\[
V_2(s) = -0.1sI_1(s) = -\frac{0.1}{(s+1)^3}
\]

Then through the inverse Laplace transform,
\( V_2(t) = -0.1te^{-t} \) is got. [5]

The waveform of \( V_2(t) \) is shown in the figure below:

![Waveform]

5. CONCLUSION

Determinant is an important subject in linear algebra,
which lays a foundation for future mathematical learning.
Due to the limited professional ability, this paper only
studies the application of determinant in linear equations,
elementary algebra, analytical geometry and engineering.
In fact, the application of determinant is far more than that.
Determinant is also widely used in industrial production
and economic management. At the same time,
determinant is used in confidential coding and decoding
and in enterprise equipment updating.

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Practice Of Creative Children's Musical In Art Class Of Higher Vocational Preschool Education

Ting Yu
Zibo Vocational Institute, Preschool Education College, Zibo, Shandong 255314, China

Abstract: With the development of education industry, higher vocational preschool education has received more attention. To carry out creative children's musicals in preschool education is helpful to enrich the content of preschool education, so as to effectively improve the professional ability of vocational students. This paper will discuss the practice of creative children's musicals in art classes of vocational preschool education.

Key words: Higher Vocational Preschool Education; Art Classes; Children's Musicals;

1. INTRODUCTION

At present, the research scope of creative children's musicals is relatively wide. As an important part of higher vocational education major, preschool education in higher vocational college class, to integrate preschool art education professional course, specific should follow the following principles: first, according to the characteristics of the preschool education professional to design, and make adjustment according to the specific course content, in order to show a preschool performance form is relatively colorful, which can bring pleasing performances for children, and promote children to get artistic edifying in the process of appreciation, and then improve their aesthetic ability.

2. EXPANDING RESEARCH AREAS

2.1. At present, the research scope of creative children's musicals is divided into the following two types: one is song and dance drama performance, the other is theater education. The former is mainly a variety of art integration of the form of performance, singing, dancing and drama through the stage, in line with the characteristics of children's physical and mental development, its own educational, comprehensive characteristics. But this form of expression also has some problems, easy to limit children's creative thinking, resulting in children can only follow the arrangement of teachers to perform, thus affecting the play of children's imagination. The latter refers to the children enjoy the performances presented by professional children's performance groups in the theater. This kind of performance form is relatively colorful, which can bring pleasing performances for children, and promote children to get artistic edifying in the process of appreciation, and then improve their aesthetic ability.

3. THIRD, PRACTICE PATH

3.1. In view of the practice of creative children's musical, higher vocational colleges need to formulate practical approaches based on the actual education situation, pay attention to the artistic cultivation of children, promote children to express their true feelings, so as to promote the stable development of early childhood education. In this regard, this paper will put forward the following practical paths:

3.2. Integration of art courses for preschool education majors

Preschool education in higher vocational college class, to carry out the creative children's musical practice, the need to integrate preschool art education professional course, specific should follow the following principles: first, according to the characteristics of the preschool education professional to design, and make adjustment according to the specific course content, in order to show a preschool education courses education value. Secondly, we should ensure that preschool education is practical, fully integrate the knowledge of professional curriculum content, so that it can better solve the problems encountered in the process of early childhood education, so as to give play to the effective value of education. Third, preschool education major should further broaden the direction of training students, start from the breadth of knowledge and depth of

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skills, pay attention to the training of comprehensive ability of preschool education students, so as to provide strong support for the development of preschool education major [3].

3.3. Choose suitable musical themes
For the practice of creative children's musicals, it is necessary to choose appropriate musical themes based on the interests and experience of participants, to ensure that the theme of the musical can be shown, so as to cultivate the truth, kindness and beauty of children. After selecting suitable musical themes, higher vocational colleges should carry out script creation, aiming to cultivate students' creative ability, further mobilize their creative thinking, and enable them to actively participate in it, so as to give full play to their own creativity. In this regard, teachers in higher vocational colleges can divide students into different groups, such as drama group, music group, singing and dancing group, and let students choose according to their favorite form, which is conducive to improving the cooperation efficiency of the group, promoting students to get targeted training, and then obtain rich practical experience. In the practice of creative children's musicals, it is necessary to strengthen the grinding of musical scripts, carefully analyze some details of children's musicals, to ensure that they can present the most touching performance, and then play the role of artistic edification.

3.4. Choose suitable training methods
Due to the diversity of musical themes, teachers should choose appropriate training methods in the actual training process, so as to promote the effective improvement of students and thus provide their own value for the future preschool education. In this regard, teachers should strengthen communication with students, try to create a good creative atmosphere, so that students can actively participate in it, truly grasp the characteristics of diverse and flexible musicals, and then contribute to the presentation of children's musicals. For example, in singing, students with better voice conditions can be selected to assign solo and leading tasks for them. In dancing, students with better dance foundation can be selected to effectively integrate the two and strive to present the best musical performance. And teachers have to guide students how to pay attention to the form of children, help them to break the traditional form, will be more music, song and dance performances, such as innovation, such as music games, such as collective dance, in order to attract more children like musicals, this to promote the development of preschool education has a great help.

4. CONCLUSION
As a comprehensive form of artistic performance, creative children's musicals can cultivate children's sentiment and help improve the overall quality of preschool education. Therefore, vocational colleges should attach importance to the practice of creative children's musicals in preschool education, so as to bring positive influence to students' future development. At present, our country theory of creative children's musical research is not deep enough, in order to promote the art of pre-school education majors of control, need to practice creative children's musical from several aspects, will be more topics, content design to creative children's music drama, in order to make young children's creativity and imagination. Therefore, higher vocational preschool education should speed up the reform of classroom teaching, and constantly strengthen students' professional ability and professional quality, so as to promote the stable development of preschool education in our country.

REFERENCES
Research On the Improvement Path Of Information Disclosure Quality Under Issuance Registration System --From the Perspective Of Executive Characteristics, Legal Environment And Regional Culture

Xiaoyang Yu  
Hunan University Of Information Technology, Changsha, Hunan 410100, China

Abstract: our country's registration system for issuing stocks implementation, essentially information disclosure as the center, core idea is to strengthen the information disclosure, therefore, in this paper, based on the issuance of registration system, from the perspective of executive characteristics, the rule of law environment and regional culture information disclosure quality of the ascension path is put forward, in order to push the information disclosure of listed company from the practice Angle to make some Suggestions.

Key words: Issuance Registration System; Information Disclosure Quality Improvement

1. STRENGTHEN THE QUALITY CONSTRUCTION OF SENIOR MANAGEMENT TEAM AND ATTACH IMPORTANCE TO SENIOR MANAGEMENT BACKGROUND

1.1. Under the issuance registration system, female members should be appropriately added to the senior management team, the number of female executives should be increased, and the gender structure of the senior management team should be optimized, which will help improve the quality of information disclosure. In addition, in terms of academic background and overseas study background, executives with higher educational background from world famous universities tend to make more perfect information disclosure. the financial, academic and overseas backgrounds of senior executives are negatively correlated with controllable earnings, which is conducive to the improvement of information disclosure quality of listed companies.

1.2. Information disclosure is not a machine, but the implementation of information disclosure by people, including human behavior factors, will make a great difference in the quality of information disclosure. Public companies and executives make decisions about whether to disclose information, when and to what extent, based on their own interests. When the interests of senior executives are damaged, they tend to conceal or reduce the disclosure of negative news; When they benefit from it, they tend to disclose information that is beneficial to them more often. In addition, in order to exercise stock options, raise additional capital and reduce shares smoothly, they usually carry out accounting earnings management and release relevant positive news. After investors know more about the actual operation and development prospects of enterprises, they are more likely to make rational decisions.

1.3. Finally, to strengthen the construction of senior management team, we should start from the following aspects: 1.3. 1. Strengthen the construction of senior management team, recruit and introduce professional managers with higher education, overseas study experience and financial academic background, and optimize the age structure and gender structure, so as to improve the quality of information disclosure to a certain extent. 1.3. 2. Focus on training and assessment of senior management team, mainly covering industry standards, information disclosure rules of CSRC, social responsibility, etc. 1.3. 3. the behavior and rating results of the senior management team will be included in refinancing (additional issuance, rights offering, convertible bond issuance), MERGERS and acquisitions. It is an effective way to improve the quality of information disclosure by strengthening the quality construction of the senior management team, conducting regular training and education on senior management information disclosure, strengthening the behavior integration of senior management, enabling shareholders and independent directors to perform their duties effectively, and urging the company and the senior management team to focus on strategy, global thinking and sustainable development.

2. SECOND, STRENGTHEN THE BUILDING OF A LEGAL ENVIRONMENT AND STRENGTHEN INNOVATION IN SUPERVISION

2.1. The basic principle of building the rule of law is that there are laws to abide by, laws to be observed, laws to be strictly enforced, and lawbreakers to be prosecuted. First, the information disclosure untrue, false disclosure, misleading investors trading of listed companies and their senior executives, law enforcement must be used "heavy", blacklisted, conduct investigation, legal responsibility shall be investigated for information disclosure obligor, administrative punishment and deterrence "punishment" is increased by listed companies and their executives, let the information disclosure has the heart of fear, Strengthen information disclosure decision from the system, reduce the occurrence of illegal information disclosure behavior.
2.2. Secondly, for intermediary institutions, we should maintain a high pressure situation of supervision and strengthen supervision legislation. Meanwhile, law enforcement should also be strengthened. Strict law enforcement is an important means to reduce or eliminate accounting information disclosure violations of listed companies. Only by reprimanding or general administrative sanctions, for listed companies and senior executives and certified public accountants illegal behavior is irrelevant. Only by greatly increasing the cost of illegal activities, imposing high "fine", revoking business license, banning securities market for life, and implementing timely, strict and effective punishment measures, can they break off their fluke psychology and finally achieve the effect of rule by law.

2.3. Finally, for regulatory agencies, regulatory innovation should be strengthened to urge listed companies to improve the quality of mandatory and predictive information disclosure. Urging listed companies to reply to inquiries can improve the quality of information disclosure of listed companies to a certain extent. Strengthening information disclosure supervision and corporate governance supervision should be "two-pronged", pay close attention to information disclosure "hot spot", speculation, illegal guarantee, failure to fulfill performance commitment and other high market attention, high frequency of violation cases, further promote scientific supervision, timely supervision, continuous supervision. Disciplinary, administrative and even criminal punishments will be given to those responsible for cases of violation of information disclosure. It can be foreseen that the implementation of these regulatory innovation measures can effectively promote the improvement of information disclosure quality of listed companies.

2.4. Third, guide the development of regional culture in a healthy, benign and sustainable direction. Regional culture refers to the cultural characteristics obviously related to geographical location formed in long-term life practice due to different geographical environment and natural conditions. Zhang Tingting (2019) believes that regional cultural characteristics and cultural differences in different regions have a significant impact on the quality of social responsibility information disclosure of listed companies.

2.5. Referring to the research results of Zhao Xiangyang and Zhang Tingting, this paper sorted performance orientation and gender equality by studying the classification and scoring of national regional culture, and found that Hunan, Hubei and Jiangxi provinces scored high in performance orientation, all of which were in the forefront of the country.

2.6. But lower scores on gender equality, the three central provinces too focused on performance orientation, giving results oriented large weight, may prefer to short-term performance, prompting executives and team have a tendency to short-term performance considerations, the excessive pursuit of growth, the growth of short-term caused by false prosperity, eventually lead to information disclosure quality is not high. [2] historical statistical data shows that in previous years in hunan and hubei provinces growth in number of listed companies, is also very of the provinces in the country before, but as a result of high performance orientation of regional culture factors, some early too pursuit of short-term performance data performance of listed companies, in their own development couldn't keep up with market give relative valuations, desperate, So as to conceal the relevant serious negative information, only disclose or disclose more favorable information for their own enterprises. [3] what is more, the company revenues and profits, false reveal some of the key financial information, the results appeared a batch of low quality of information disclosure of listed companies, such as fu-sheng wan, ST firecrackers, kai co, qianshan mountain medicine machine, etc., the final explosion "thunder" serious consequences, some even delisted, profound influences on itself and the capital market.

Regional culture has a subtle influence on the cultivation and development of enterprise culture in the region. First, it should be rooted in the value concept of regional culture, have long-term sustainable development goals and operate in good faith and trustworthiness. We should abandon the behavior of seeking unfair competition by seeking quick results and using shoddy products as substitutes. Second, strengthen regional cultural innovation. the Times are constantly developing, which requires regional culture to keep up with the pace of the Times. the innovative regional culture should pay more attention to the green, long-term and healthy development of enterprises and promote the power of regional economic development.

3. CONCLUSION
Under the background of the deepening reform of capital market and the comprehensive implementation of issuance registration system, the level of information disclosure of listed companies has become an important indicator to measure their high quality. Through the analysis of the current situation of the securities market, it is concluded that the overall information disclosure quality of listed companies is improving year by year, and gradually moving towards the rule of law and information. Securities law has been amended for many times and is becoming mature to adapt to the new development of capital market.

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REFERENCES

Analysis Of Music Appreciation Teaching In Higher Vocational Colleges

Lili Zhu
Zibo Vocational Institute, Zibo, Shandong 255300, China

Abstract: With the reform of the new curriculum, the promotion of quality education, our country's higher vocational colleges opened music appreciation course, the traditional higher vocational education model, generally pay attention to technology, will not carry out the relevant art courses. Nowadays, the development of music appreciation classes has promoted the status of art, and people begin to pay attention to art appreciation. the development of music appreciation course is helpful to cultivate students' aesthetic ability and moral sentiment, and improve student s' aesthetic ability and moral sentiment, the development of music appreciation course is helpful to people begin to pay attention to art appreciation. the development of music appreciation course is helpful to cultivate students' aesthetic ability and moral sentiment, and improve student s' aesthetic ability and moral sentiment. Nowadays, the development of music appreciation classes has promoted the status of art, and people begin to pay attention to art appreciation. the development of music appreciation course is helpful to cultivate students' aesthetic ability and moral sentiment, and improve student s' aesthetic ability and moral sentiment.

Key words: Higher Vocational Colleges; Music Appreciation Teaching

1. INTRODUCTION
With the popularization of quality education, people begin to attach importance to music appreciation, under this background, the higher vocational colleges in our country have carried out the music appreciation course, but at this stage of the teaching quality, to carry out the situation is not ideal, backward teaching mode, the music appreciation course of cognition is not enough, he ignored the music appreciation course, the importance of plus teacher resources, and so on factors, the teaching of music appreciation in higher vocational colleges is hindered and cannot be further developed. Therefore, the corresponding countermeasures and suggestions are put forward for the development of music appreciation course teaching in higher vocational colleges.

First, the teaching status of music appreciation course in higher vocational colleges

2. BACKWARD TEACHING MODEL
2.1. our country's higher vocational colleges still pay attention to the training of students' vocational skills, the music appreciation course in the form of elective teaching, and did not cause too much attention. Single, backward music appreciation course teaching mode, the teaching mode from the book to explain, no systematic and targeted, higher vocational student is not well understood, some higher vocational colleges from professional music college, teaching methods and teaching philosophy, directly using professional knowledge to explain, for students of music knowledge is weak, Couldn't keep up with music appreciation course teaching content, students for the interpretation of the music a little knowledge, knowledge lost interest in music appreciation course, unable to understand and appreciate the beauty of music, and music appreciation course as an elective class period is short, a student is not thorough to understand and grasp the aesthetic feeling of music, only to learn about the music of the shallow knowledge. So that the music appreciation course did not achieve good teaching effect.

2.2. Insufficient teaching cognition
In music appreciation course teaching of cognition is not enough, the lack of the cognitive ability of music appreciation, and our country's institutions of higher learning is to cultivate the students' professional ability, heavy technology, light quality, most vocational colleges will music appreciation course as an elective course, ignore the importance of music appreciation, in music appreciation ways not spending too much time and energy. Ignored the setting of the course content and music teaching facilities, there are very few in higher vocational colleges to music appreciation course as a required course, music appreciation course teaching most of them are about the music foundation of professional knowledge, to learn music is relatively simple, but for music foundation is weak, will can not grasp skills of music appreciation, makes the student's interest is not too high, What I have learned is superficial knowledge, without in-depth understanding, and lack of opportunities to appreciate music, so I can't improve my own aesthetic concept and cultivate artistic sentiment.

2.3. Lack of teacher resources
Because of higher vocational colleges ignoring music appreciation course, led to the teachers' resources, a lot of professional music scholars have years of experience in learning music, but most of them were chose to study in the music creation industry or continue upward, very few professional music scholars into the school teaching, and general access are professional music school, So less of music teachers in higher vocational colleges in teaching, caused the severe lack of music teachers in vocational colleges, in short supply, non-professional teachers will have to be transferred on music appreciation course, part-time, make music appreciation course teaching mode are professional teachers, without professional music training, without access to relevant professional knowledge, And the content of music appreciation course itself is not deep understanding, only according to their own teaching experience and music teaching materials for teaching, reading from a script, so that students' interest is greatly reduced, the quality of class is not good, seriously hindered the development of music appreciation course in higher vocational colleges. [1]

3. SECOND, THE STRATEGIES OF IMPROVING THE TEACHING OF MUSIC APPRECIATION IN HIGHER VOCATIONAL COLLEGES
3.1. Innovation of teaching mode
For higher vocational colleges music appreciation course teaching mode innovation, not only to system to the students about music basic theory knowledge, more should pay attention to practice, encourage students to participate in music practice activities, the growth of music knowledge, cultivating students’ creativity can be in the music of music appreciation course adding some popular music, then gradually to a classical music. So that students are not exclusive music appreciation course, learn the essence of art, culture art sentiment, bold to innovate teaching mode of diversified teaching method is adopted to explain, in music teaching to increase the interactivity between teachers and students, the teaching atmosphere active, make students better to accept music appreciation course, inspire the students’ interest in learning music, improve the level of music appreciation, cultivate the artistic aesthetic ability, really feel the beauty of music.

3.2. Stimulate students’ interest
The cultivation of the students' interest, help higher vocational colleges music appreciation course of conduct, in music teaching, using a fun way, strengthen the interaction between teachers and students, constantly into the innovation on teaching mode, find ways of students interested in music teaching, make the classroom atmosphere active, mobilize the students of music appreciation course of interest, Teachers in-depth guide students in music appreciation, improve the students' music appreciation ability, cultivate the students' perception of music, creativity, to form a good habit of music learning, in the teaching of music appreciation, pop music can be blended in among them, stimulate students' interest, then gradually transition to the beauty of traditional music, so as to better appreciate the music, the teaching of music appreciation course in higher vocational colleges should emphasize practice. As long as the theoretical teaching of music is about the basis, it is possible to highlight the practice of music appreciation course, encourage students to participate in more practical activities, cultivate students’ music appreciation ability and independent learning ability, so that students like music appreciation course.

3.3. Enriching teacher resources
Rich teacher resources, higher vocational colleges should increase the salary of music teachers, pay attention to the professional skills of music teachers, set up teaching ideas, improve the threshold of music teacher enrollment, introduce strong professional ability, high-quality, seniority of music teachers, and analyze the teaching situation, effectively improve the teaching quality. Also can introduce some high comprehensive quality, strong professional ability, but some of the junior music teaching new, can effectively carry out bold innovation of the teaching model, according to the problems in music teaching, targeted explanation. Higher vocational colleges should respect the professional ability of music teachers, pay attention to music teaching, effectively guide students to appreciate music, increase students’ artistic and aesthetic ability, let students discover and recognize beauty in life, and enhance students' artistic and aesthetic ability.

4. CONCLUSION
in conclusion, as is shown in higher vocational colleges music appreciation course development, can make the students effectively master the knowledge of music and music skills, cultivating the moral character and aesthetic ability, improve the level of art appreciation, can enjoy the beauty of music from music appreciation course, help students expand the imagination and creativity. In the process of the development of higher vocational colleges in this paper, the music appreciation course, a detailed analysis of problems, such as: teaching mode, the music appreciation course of cognition is not enough, plus lack of teacher resources, make the music appreciation course development is not smooth, higher vocational colleges to strengthen music appreciation course teaching, for higher vocational college of music appreciation course development provides the reference value.

REFERENCES
Study On the Path Of Promoting Rural Talents To Revitalize Social Work Specialty Construction In the Open University Under the Rural Revitalization Strategy

Shasha Meng, Jie Zhang
Changchun Radio And Tv University, Changchun, Jilin 130051, China

Abstract: Based on the rural revitalization strategy, this paper expounds the path for the Open University to boost the construction of social work specialty by rural talents. Firstly, this paper gives a brief introduction to the rural revitalization strategy. Secondly, it discusses the positive role of the Open University in realizing the rural talent revitalization. Finally, the paper summarizes and enumerates the relevant construction paths.

Key Words: Rural Revitalization; Open University; Talent; Social Work

1. INTRODUCTION
In the implementation of the rural revitalization strategy in China, the primary link of the work is to pay attention to the revitalization of rural talents. At present, the Open University mainly promotes the revitalization of rural talents and the construction of social work major is a problem concerned by relevant workers. This paper aims to provide reference for the development of rural talent revitalization by studying the construction path of social work major of rural talent revitalization in the Open University under the rural revitalization strategy.

2. OVERVIEW OF THE RURAL REVITALIZATION STRATEGY
The rural revitalization strategy is a rural development policy formulated by the CPC Central Committee according to the actual situation of rural areas in China. Its core is to help agricultural and rural areas achieve economic development, and its purpose is to realize agricultural development and improve the quality of rural people's living standards, and thus improve the urban-rural integration development system.

3. KEY POINTS OF THE OPEN UNIVERSITY IN PROMOTING THE CONSTRUCTION OF SOCIAL WORK SPECIALTY UNDER THE RURAL REVITALIZATION STRATEGY
The implementation process of ouC's promotion of rural talents to revitalize social work includes the following aspects. First, based on China's social and economic system, as well as the reform of China's rural land system, under the premise of clear landownership provisions, the use of talents to achieve the expansion of land contract right in rural areas of China. Second, we should increase talent investment in rural areas. Because our country rural infrastructure and talent condition is relatively simple, cannot be compared with urban areas in our country infrastructure conditions, so in the strategy of rejuvenating rural work to carry out the process, to increase to our country rural economic and social work professionals in investment, perfect the system of the economic input to the rural areas, It is helpful for grassroots party organizations in rural areas to make reasonable planning for rural development. Third, we should insist on specific issues specific analysis, to understand different rural areas are facing major problems in the process of development, on the premise of guarantee the basic public service, make social work professionals to support rural revitalization, for the construction of other information and communication facilities such as transportation, according to local development to implement the core issues. Fourthly, strengthen the construction of transportation network in rural areas. As the saying goes, "If you want to be rich, build roads first". When promoting the economic development of rural areas, we should pay attention to the construction of rural roads, so as to fundamentally improve the quality of life and production capacity of people in rural areas. During this time, talent needs to dominate. Fifth, enhance the construction of rural environment. Scientific treatment of the waste generated in the process of people's life and production in rural areas will realize the green and healthy development of rural areas in essence. Social work professional talents, should pay attention to the above-mentioned problems. Sixth, we should strengthen quality-oriented education in rural areas. We should increase investment in educational resources in rural areas and improve the teaching mechanism inside rural areas. Seventh, social work professionals should intensify efforts to improve the health and medical level in rural areas and help people in rural areas to enjoy basic health and medical services. Eighth, enhance the governance capacity of grass-roots Party organizations in rural areas. Ensure the harmony and stability of rural areas in the process of development, and rationally allocate all material resources in the process of development to provide institutional support for the implementation of China's rural revitalization strategy [1]. Overall, the country revitalization strategy is an important measure in the process of economic development in our country, to improve our country social economy plays an important role, and in the meantime, completes the ability is more important, it helps to ease social contradictions, to promote rural economic development in our country play a role in the process.
4. THE POSITIVE ROLE OF THE OPEN UNIVERSITY IN REALIZING THE REVITALIZATION OF RURAL TALENTS

4.1 Help to improve the creativity of rural people
In rural implementation personnel in the process of the revitalization of the work, the Open University helps to improve rural people's creativity, improve the farmers in the theoretical knowledge in the process of production reserves into industry, promote China's rural areas, farmers in my basic role in the process of agricultural modernization development, fundamentally improve the development speed of agricultural modernization in our country. So as to improve the work efficiency of rural talent revitalization in China [2].

4.2 Help to improve the governance level of cadres of grassroots Party organizations in rural areas
In promoting the strategy of rejuvenating rural work to carry out the process, the countryside basic-level party organization cadre's governance plays an important leading role, and the Open University in the implementation in the process of the revitalization of rural talents, can help to enhance the level of the countryside basic-level party organization cadre management and promote the job of party organizations at the grass-roots level cadre quality. In the process of realizing rural revitalization, cadres of grassroots Party organizations should give full play to their advanced governance concepts and promote the advanced governance concepts to other staff of grassroots Party organizations, so as to improve the overall governance capacity of grassroots Party organizations and improve the quality of rural talent revitalization work in China.

4.3 Help to change the concept of development of people in rural areas
The traditional development concept of people in rural areas is to do labor work, while the Open University is helpful to change the concept of people in rural areas, so that people in rural areas can clearly learn advanced knowledge to promote rural development, and change the solidified thinking of people. In essence, enhance the cultural quality of the people, so as to realize the revitalization of rural talents.

5. EFFECTIVE COUNTERMEASURES TO BOOST THE CONSTRUCTION OF SOCIAL WORK MAJOR BY RURAL TALENTS OF OPEN UNIVERSITY UNDER THE RURAL REVITALIZATION STRATEGY

5.1 Build a harmonious education environment
At the national level should attach importance to improve the legal system of education in view of the Open University, the local government shall, according to the actual situation of the region development, the development of the corresponding policy, for the Open University social work professional education resources investment, and strengthen the construction of the rural human resources, and improve the construction of rural infrastructure, To construct a harmonious educational environment for the implementation of the educational concept of Open University.

5.2 All aspects of rural talent revitalization should be clearly promoted
In the process of promoting the development of rural talent revitalization social work in the Open University, the influence of different aspects in the process of improving the quality of rural talent revitalization should be clarified. At the national level, we should attach importance to the leadership of the Communist Party of China, give full play to the political advantages of the Party and local governments, and make the Open University give full play to the regulatory role of the Party and local governments in all links in promoting the revitalization of rural talents. In terms of the market, the supply-side structural reform should be fully carried out to integrate the talents provided by the education concept of the Open University with the development of China's rural revitalization strategy, promote the cooperation between various types of education, and give full play to the role of education in the process of production development. At the level of the Open University, it attaches importance to its own innovation and reform, adheres to the unity with the direction of rural development, and deepens the implementation of rural talent revitalization.

5.3 Improve the quality of social work professionals
In essence, Open University education is an important place to cultivate talents, while improving the quality of social work professional talents can help ensure the quality of talents, and also enable social workers to intervene in the process of rural revitalization, so that talents based on university education can play their role in the process of rural talent revitalization. To a certain extent, it conforms to the requirements of implementing the rural revitalization strategy and improves the quality of rural talent revitalization.

6. CONCLUSION
To sum up, in the context of the rural revitalization strategy, open universities help promote the development of rural talent revitalization. Through the analysis of this paper, it can be concluded that in the process of ouU promoting the revitalization of rural talents and the construction of social work major, attention should be paid to the construction of a harmonious educational environment, and all aspects of promoting the revitalization of rural talents and factors. We will improve the talent quality evaluation mechanism.

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Discussion On the Operation Of School-Enterprise Cooperation Mode In Colleges And Universities Under the New Situation

Mingming Wang
Yantai Nanshan University, Yantai, Shandong, China

Abstract: Colleges and universities are important places to train professional application-oriented talents for the society. In the important stage of the development of education, the number of college students is rising year by year, and the employment situation is becoming more and more serious. Although the number of graduates continues to increase every year, enterprises still face the problem of labor shortage. The reason for this double contradiction lies in that colleges and universities fail to fully grasp the social demand standards for talents in talent training. In the education teaching work, therefore, should be fully combined with the social development situation and the demand of choose and employ persons, enterprise innovation teaching mode, and enterprise in-depth cooperation model at the same time, can reflect the teaching pertinence and scientific, and on the basis of the theory of knowledge update, for college students with the chance to practice in the enterprise. In this way, students can enhance their professional theoretical knowledge and ability, and accumulate practical experience, laying a solid foundation for their future work. The establishment of university-enterprise cooperation mode can not only fully reflect the level of running a university, improve the market competitiveness, but also train talents for enterprises and solve the problem of recruitment difficulties. Therefore, university-enterprise cooperation has the important significance of multiple birds with one stone. This paper analyzes and discusses the operation of university-enterprise cooperation mode in colleges and universities under the new situation for reference.

Key Words: New Situation; Colleges And Universities; School-Enterprise Cooperation Mode; Operation

1. INTRODUCTION

School-enterprise cooperation mode is an inevitable requirement of social development. In the important period of deepening national economic reform, colleges and universities still need to carry out in-depth integration development with enterprises to improve students' professional theory and practice level under the collaborative mode. Colleges and universities need to be fully aware of the necessity of school-enterprise cooperation and some problems in the current process of school-enterprise cooperation, so as to formulate targeted strategies to promote the in-depth development of school-enterprise cooperation mode, so as to improve the level of running colleges and universities, and cultivate high-level application-oriented professionals for the society.

2. PROBLEMS EXISTING IN THE SCHOOL-ENTERPRISE COOPERATION MODE OF COLLEGES AND UNIVERSITIES

At present, the development of our country's economy effect is significant, the national various universities to meet the demand of social development of the situation, conform to unit of choose and employ persons, also deepen the innovation, change teaching concept and mode, and has the most colleges and universities establish and university-enterprise cooperation with local enterprises or the integration of production and education teaching mode, combined with the professional development needs, adjust strategy in time, In this way, it can meet the employment standards of enterprises and play a positive role in helping college students get employed and solving the employment difficulties of enterprises. However, there are some problems in the mode of university-enterprise cooperation, which are analyzed as follows:

2.1 There are differences in development systems between the two parties

In the new economic environment, enterprises always take economic interests as an important goal of development, but colleges and universities are not profit-oriented organizations, so there are significant differences in the system between the two, resulting in many problems in the cooperation between the two sides. Under the school-enterprise cooperation mode, schools and enterprises have different division of labor. Enterprises need to provide practical opportunities for students to increase their practical experience and improve their practical operation level. At present, China's laws and regulations on school-enterprise cooperation are not sound enough. In the absence of legal protection, both sides will face contradictions and conflicts once problems occur, which is not conducive to long-term cooperation and development. Although before school-enterprise cooperation, both parties will sign relevant contracts and explain their respective responsibilities and rights, there will be many problems in the actual cooperation process, the most important reason is the distribution of interests of both parties. Therefore, the mode of school-enterprise cooperation in Our country needs to be improved step by step to find a mode of common development.

2.2 The quality level of school-enterprise cooperation is not high

The purpose of universities' participation in university-enterprise cooperation is to create more practice opportunities for students and create a platform to cultivate students' abilities. However, some universities
do not have a high understanding of university-enterprise cooperation and do not realize the important role and significance of university-enterprise cooperation in talent cultivation. Some universities' participation in university-enterprise cooperation tends to be a mere formality, with no desired effect, and it does not play an obvious role in cultivating students' abilities [1].

In addition, some colleges and universities do not know enough about cooperative enterprises and blindly carry out school-enterprise cooperation, which makes some uncertainties, blindness and lack of stability, which will lead to some problems in future cooperation. After the internship in enterprises, students' cognition of the professional knowledge they have learned remains at the theoretical level, and their practical ability has not been exercised and improved. Therefore, it can be seen that it is closely related to the quality level of school-enterprise cooperation. Students into the enterprise to participate in practice, the enterprise did not actively to perform the duties of their own duty, will often let the students to do some simple work, to ensure that no students learn professional and position of the cohesion, which is not get exercise and improve student ability, resulting in university-enterprise cooperation quality cannot be guaranteed.

3. SPECIFIC STRATEGIES FOR THE OPERATION OF UNIVERSITY-ENTERPRISE COOPERATION MODE IN THE NEW SITUATION

In the education and teaching work, we should comprehensively combine the social development situation and the employment needs of enterprises, constantly innovate the teaching mode, and carry out in-depth cooperation with enterprises to reflect the pertinence and scientific nature of teaching. Besides, on the basis of updating theoretical knowledge, we should also provide college students with opportunities to practice in enterprises. To help students improve their professional theoretical knowledge and ability level and accumulate practical experience, laying a solid foundation for future work [2].

3.1 Enhance the understanding of school-enterprise cooperation concept

At present, the quality level of school-enterprise cooperation in some universities is not high, mainly due to the lack of good understanding of school-enterprise cooperation concept. In order to change this situation, the sense of cooperation should be strengthened. Schools need to create favorable internship opportunities for students on the basis of school-enterprise cooperation, so that students can enter the workplace to strengthen practice. In this process, students can learn new ideas and techniques, and exercise their hands-on ability, which meets the needs of social development for talents. In the process of implementing school-enterprise cooperation, enterprises need to make full use of talents and control costs to ensure the teaching quality and effect. In school-enterprise cooperation, it is necessary to promote the communication and cooperation between schools and enterprises to create a superior learning environment and good atmosphere for students, so that students can improve themselves and exercise themselves in the learning process. Universities and enterprises need to take advantage of their own advantages and establish a scientific and perfect talent cultivation system, in which theoretical education and practical education should be attached importance to promote students to achieve all-round development.

Before the clear school-enterprise cooperation relationship, universities and enterprises should strengthen mutual understanding, timely find problems in cooperation and conduct in-depth discussion, so as to solve problems, build and improve school-enterprise cooperation mode, and then avoid problems in school-enterprise cooperation.

3.2 Reform the school-enterprise cooperation mode

Change the current situation of school-enterprise cooperation mode, enhance the diversity and flexibility of cooperative teaching mode, so as to improve the level of cooperative education and enhance the effect of talent cultivation.

First, we need to develop a refined education model. In this mode, students' subjectivity is reflected, and students' ideas and interests are respected, so that students can find suitable jobs, which stimulates students' enthusiasm and enthusiasm. The elaboration education mode needs to be specific to students' posts and enhance the school-enterprise cooperation effect;

Secondly, the development of vocational education group model. Colleges and universities need to have a deep understanding of the vocational education group model, which is conducive to good cooperation and development with enterprises. The application of vocational education group mode is conducive to enterprises' gain in cooperation and enhance their core competitiveness in the market, so as to enhance the initiative of enterprises to participate in school-enterprise cooperation [3].

And perfect modern apprenticeships. Modern apprenticeship is an effective and widely used teaching method, and some universities have achieved good results through school-enterprise cooperation. Enterprises and universities need to jointly build training bases, and teachers and enterprise technicians should enhance communication and interaction to provide students with help in theoretical knowledge and practical skills. Students learn knowledge and technology with the help and guidance of technical personnel, which reflects the pertinence and effectiveness of educational work, so as to achieve remarkable results. In the implementation of school-enterprise cooperation mode, colleges and universities need to combine their specific conditions to ensure scientific and perfect educational work, so as to play a significant role.

3.3 Promote the implementation of school-enterprise cooperation

For the problem that the quality level of school-enterprise cooperation is not high, it is necessary to promote the deepening implementation of school-enterprise cooperation. Colleges and universities need enterprises to improve the conversion rate of enterprise RESEARCH and development results, and should be able to improve the process technology, and then increase economic
benefits. Enterprises need to pay attention to increase investment in university construction and education, establish good cooperative relations, and form a community of educational work and enterprise development. Colleges and universities need to reflect their own advantages in this process, including education, talent and other aspects, and provide support for the management and development of enterprises with talent and education elements. Teachers should be able to actively study in enterprises to improve their professional awareness and professional quality, thus helping to cultivate students' ideological awareness and learning ability. Technical personnel should also learn some new ideas, new technology, new methods, etc., to enrich their professional knowledge and professional skills of the reserve, for the effective implementation of the work has laid a foundation.

In addition, it is necessary to clarify the development trend of school-enterprise cooperation, promote the deepening implementation of school-enterprise cooperation mode, and form a healthy and stable cooperative relationship. At the same time, the state should pay attention to the construction of laws and regulations, provide favorable conditions and legal support for school-enterprise cooperation, and solve problems in time when they are found, so as to eliminate some influencing factors and promote the sound development of school-enterprise cooperation [5].

3.4 Strengthen government support
The government should play its own role in the school-enterprise cooperation and actively coordinate and optimize the school-enterprise cooperation mode. In order to promote the effective implementation of school-enterprise cooperation mode, we should ensure the scientific, standardized, rationalized and modernized school-enterprise cooperation under the support of policy. For example, some enterprises that actively participate in school-enterprise cooperation should be given certain tax incentives, so as to promote the development of enterprises and create a healthy social environment and atmosphere.

In addition, the government should strengthen capital investment, reflect their own functions, so as to give financial support. School-enterprise cooperation needs financial support. If it only relies on the government, it will not have high strength and obvious effect. Therefore, it is necessary to broaden the source of funds and attract social capital to participate in the development of school-enterprise cooperation mode. If problems are found in school-enterprise cooperation, the government should actively and timely intervene to organize exploration and solve problems to prevent conflicts. The government needs to actively participate in the cooperation between universities and enterprises, formulate and adopt effective laws and regulations to create a healthy and harmonious environment, which plays an important role and has a key impact on the development of universities [4].

3.5 Attach importance to institutional reform of colleges and universities
Colleges and universities need reform and innovation, and make clear the direction of reform and innovation, which is the premise of realizing industry-education integration and school-enterprise cooperation. Therefore, it is necessary to change the concept of education, to train high-level, high-quality, professional and skilled talents as the educational goal, to promote the reform of school-enterprise system, to accelerate the pace of college system reform, so as to promote the healthy and stable development of colleges and universities, the majors set by colleges and universities are closely related to the development of the industry, so it is necessary to pay attention to the training of students' practical ability on the basis of clear market development direction, so as to ensure that the job demand and talent requirements are met. In school-enterprise cooperation, it is necessary to formulate a perfect talent cultivation program, adjust and optimize the teaching system, and supplement relevant content to ensure the efficiency and quality of students' learning. Therefore, it is necessary to pay attention to the talent needs and requirements of enterprises and transform the r&d achievements of enterprises into new processes, new technologies, new ideas and new methods. Therefore, it is necessary to strengthen innovation, enhance the awareness of innovation and creation, promote the implementation of institutional reform and optimize the talent cultivation mode.

4. CONCLUSION
To sum up, the current development of colleges and universities is facing severe development challenges, so it is necessary to promote exchanges and cooperation with enterprises, establish a sound talent cultivation system, and ensure that talents meet the development needs of enterprises. Colleges and universities should change the concept of school-enterprise cooperation, reform the school-enterprise cooperation mode, promote the implementation of school-enterprise cooperation, strengthen the government support, pay attention to the reform of college system, which can lay a foundation for the normal operation and effective development of the school-enterprise cooperation mode.

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On the Teaching Reform Of Computer Foundation In Colleges And Universities Under the Mode Of Hybrid Teaching

Songkun Wang
Yantai Nanshan University, Yantai, Shandong, China

Abstract: Computer basic course belongs to one of the required courses for contemporary college students. With the help of effective computer basic course teaching, it can help college students enhance their computer operation ability and improve their computer literacy. But, in reality analysis found that when the current college computer basic teaching, as a key will still use the traditional teaching mode, this leads to larger gap between the teaching effect and expected to provide service for the development of college students, the need to intensify efforts to analyze related personnel, clear some of the common problems, and targeted to make improvement. Hybrid teaching mode is a new teaching method, which can effectively improve the quality of the current basic computer teaching in colleges and universities and meet the development needs of college students. Therefore, relevant personnel should pay full attention to it. This article briefly introduces the hybrid teaching mode, analyzes the problems existing in the basic computer teaching in colleges and universities, and puts forward measures, hoping to provide reference for the application of the hybrid teaching mode in the basic computer teaching reform in colleges and universities.

Key Words: Blended Teaching; Colleges And Universities; Computer Basic Teaching; Reform; Measures

1. INTRODUCTION

The development of computer basic course teaching in colleges and universities can not only enhance students' computer basic knowledge reserve, but also improve students' computer application ability, improve practical deficiencies and enhance students' information literacy. With the improvement of technical level, computer has been widely used in different industries, the role is more and more prominent. However, the current university in the development of computer basic teaching, still will use the traditional teaching means, relatively simple, can not improve the enthusiasm of students to learn computer. The use of hybrid teaching mode can make computer teaching radiate new vigor and vitality, enhance the practicability of computer basic teaching, and promote the reform of computer basic teaching in colleges and universities.

2. THE ROLE OF BLENDED TEACHING MODE

As a new teaching method, blended teaching mode can connect traditional teaching mode with real teaching. The most significant advantage of this teaching mode is that it can fully display the functions of both, making practical teaching more efficient and high quality. When carrying out practical teaching, teachers should take into account the new requirements of the new era and rationally apply teaching resources under the guidance of modern education concepts, so as to achieve computer teaching objectives, promote the personalized development of students and enhance the overall strength of students [1]. The role of blended teaching mode in computer basic teaching can be summarized as follows: In the actual teaching, the computer basic courses set by colleges and universities can help students who are not computer majors to acquire more computer related knowledge and skills, thus enhancing students' computer literacy, improving problems in real life through computer knowledge, and providing conditions for students' follow-up development. With the improvement of technology level and the development of society, computer technology has also obtained certain development, but colleges and universities in the development of computer teaching work, still regard the traditional teaching mode as the key, which is not conducive to the smooth progress of computer basic teaching in colleges and universities, teaching quality and expected there is a big gap. In this case, it is very critical to promote the reform of computer basic teaching in colleges and universities, which can provide support for the long-term development of teaching. In the hybrid teaching mode, the most significant advantage is to show the subject status of students, which can take students as a foothold to carry out a series of teaching.

3. SHORTCOMINGS OF BASIC COMPUTER TEACHING IN COLLEGES AND UNIVERSITIES

3.1 Teaching mode has not been updated

Under the background of new curriculum reform, basic computer teaching in colleges and universities has also carried out a series of reforms, adjusting the teaching mode and teaching means [2]. But, in reality analysis found that some universities in computer basic teaching, will still insist on traditional teaching concept, teaching methods used in the lag, the subject status of college students is not reflected, still in the process of teaching teachers as focus, students can only passively accept knowledge, it is hard to guarantee learning effect.

3.2 There are significant individual differences among students

Usually, the computer foundation course is opened in the first academic year, and students have not adapted to the new learning concept and still use the learning mode of high school, which leads to their passive learning. However, some rural areas, especially students in remote
locations, have poor living conditions, few times of access to computers, and less knowledge about computers. The individual difference of students is significant, and the learning effect will be different when developing computer learning.

3.3 Fixed evaluation methods
In the new era, the further deepening of teaching reform in our country, the hybrid teaching has shown a certain advantage, in promoting the reform of computer basic teaching work, hybrid teaching mode has been used in some universities, but mainly is used to performance test, attendance, etc., used way of evaluation is relatively fixed [3]. In addition, during the teaching of basic computer courses, some teachers did not do a good job of classroom introduction, which from a certain point of view, reduced the application quality of hybrid teaching mode, resulting in more problems in the teaching of basic computer courses.

4. CARRY OUT THE REFORM MEASURES OF COMPUTER BASIC TEACHING IN COLLEGES AND UNIVERSITIES BY USING HYBRID TEACHING MODE
It is very important to use hybrid teaching mode to carry out the reform of computer basic teaching in colleges and universities, which can effectively improve the level of computer basic teaching reform. Relevant personnel can proceed from the following points:

4.1 Update teaching methods
In promoting the renewal of teaching methods, it is necessary to focus on the goal of computer talents training in colleges and universities. Online teaching focuses on cultivating students' computer literacy, enriching students' computer knowledge reserve, providing support for students' repeated viewing and guiding students to carry out practical operation. Offline teaching can adjust the teaching organization through face-to-face interaction and strengthen the connection with computer teaching. Network teaching can not be affected by time and space, achieve dynamic interactive goals, and do a good job in teaching and answering questions. In addition, network teaching can enable students to master more computer teaching resources, in this process, teachers need to enhance their own cognitive ability and teaching level, to guide students. Network teaching can not only improve students' learning level, but also improve the pertinence of education and teaching, which plays a very key role in promoting the teaching effect of computer basic courses.

4.2 Meet the individualized development needs of students
In order to improve the students' computer learning difference is significant, teaching, teachers can use the hybrid mode from source to improve the teaching level, relevant personnel can carry on the work from the following points: one, with the help of online teaching, enhance the capacity of students about the contents of a computer, so that the students have a certain computer knowledge. Teachers can divide the basic computer courses in colleges and universities into multiple stages, make teaching videos with specific focuses and upload them to the network platform to ensure that students with poor foundation can learn from their own reality. Second, when teaching offline courses, teachers should summarize their teaching experience and carry out group teaching. Teachers can inform students of the goals they need to achieve in class learning, communicate with them in groups, and finally submit them to the group leader for expression [4]. Third, teachers should consider the actual learning level of students, evaluate from an objective point of view, encourage the parts with excellent performance, and point out the deficiencies in the first time to ensure that students can flexibly use the knowledge they have learned. Fourthly, an interactive feedback mechanism between online and offline should be established to summarize students' knowledge reserve and classroom performance, so that teachers can have a clear understanding of online and offline teaching and improve their own shortcomings in the teaching process.

In the teaching of basic computer courses in colleges and universities, the application of hybrid teaching mode can improve the teaching quality, understand the students' learning status and difficulties, and provide support for the development of subsequent teaching.

4.3 Improve the teaching evaluation system
In the traditional mode of computer basic course teaching, attendance and examination results will be used as the basis for evaluating students' learning. This evaluation method is too one-sided, unable to systematically show the students' real learning level. Therefore, colleges and universities need to supplement and perfect the evaluation system when promoting the reform of computer basic curriculum. When evaluating students, schools should take comprehensiveness, objectivity and authenticity as the key and show the value of big data. In the evaluation of daily scores, it is necessary to collect the data generated in the online learning process, and improve the accuracy of the evaluation of learning process through interactive means. By means of comprehensive evaluation, students' situation is shown.

In addition, it is necessary to innovate the basic courses of computer majors and do a good job in the introduction of basic courses of computer. First, teachers should understand the content of basic computer courses from an overall perspective, such as teaching objectives, contents, methods of use, assessment measures, etc. Only by clarifying these contents can they carry out targeted teaching course design and implement the preparation work in place [5]. In addition, teachers also need to systematically analyze the differences between online and offline teaching, such as the differences in teaching stages and the differences in the presentation of teaching key and difficult points, so as to promote the smooth development of online teaching and enable students to achieve the learning objectives of basic computer courses in a short time and efficiently. Second, the teaching knowledge should be adjusted when developing the computer basic course teaching. For example, basic computer knowledge, software and hardware knowledge and network technology knowledge, knowledge of a wide range of available teaching time is fixed, find out the teaching focus, for the teaching content adjustment is very critical.
5. CONCLUSION
According to the analysis above, the educational reform in the new era is further deepened. Colleges and universities also need to take the initiative to innovate in the teaching of computer basic courses and promote the reform of computer basic teaching. In this case, the use of hybrid teaching mode can provide students with more learning opportunities, strengthen the connection between online and offline teaching, make students full of enthusiasm for computer learning, enhance students' computer literacy, and lay a good foundation for their subsequent development.

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REFERENCE
Research On the Construction And Optimization Of Teaching Staff In Local Universities

Xiaojun Zhu
Yantai Nanshan University, Yantai, Shandong, China

Abstract: With the development of economy and society, our country pay more and more attention to higher education, including higher education personnel is an important factor in the development of the future in our country, at the same time, local university teachers is to make sure whether training quality in colleges and universities is the important guarantee of good people, welfare treatment of local colleges in recent years, the lack of scientific research environment and so on, has also led to a large number of university teachers' brain drain, Only by constantly optimizing the faculty team of colleges and universities, improving the corresponding treatment and strengthening the investment of scientific research funds can local colleges and universities get the first opportunity in the talent competition in the future.

Key Words: Local Universities; Faculty; the Brain Drain

1. INTRODUCTION
At present, local colleges and universities occupy an important position in the ranks of colleges and universities in Our country, but due to the influence of many factors, some local colleges and universities in Our country have low achievements in teaching research and discipline construction. Taking the construction of local teachers as an example, this is an important problem faced by local colleges and universities. Local colleges and universities are the powerful booster of local economic development, so it is necessary to strengthen the construction of teachers to improve the quality of running schools in local colleges and universities. In specific work, need combined with the regional development of colleges and universities, dig inside the teachers resources, and develop scientific talent introduction mechanism, rapid forming a strong professional, high level of quality excellent teachers team, to promote the reform of local university human resources management system, to promote the sustainable development of colleges and universities and the local economy efficient development lay a solid foundation.

2. ANALYSIS OF PROBLEMS IN THE CONSTRUCTION OF TEACHERS IN LOCAL COLLEGES AND UNIVERSITIES
2.1 The number of teachers in local universities is small
In recent years, with the continuous expansion of university scale and the increase of enrollment range, the number of students in local colleges and universities has surged, so it is necessary to equip more professional teachers. However, the number of teachers in local colleges and universities is seriously short, and the growth rate of students and the number of teachers present a huge difference. Under normal circumstances, the teacher-student ratio in local colleges and universities needs to be maintained in a reasonable range, but the number of teachers in local colleges and universities is obviously insufficient. In this case, local colleges and universities in the case of enrollment expansion, significantly increase the teaching workload of existing teachers, so that the existing teachers in the overload of teaching, so the quality of teaching, teachers' personal development have a negative impact.

2.2 The structure of teaching staff in local universities lacks rationality
At present, in the construction of teaching staff in some local colleges and universities in China, there is a great irrationality in the structure of professional title, for example, the proportion of junior professional title and senior professional title is not coordinated, or the teacher team with senior professional title is polarized. In addition, the number of highly educated teachers is also low in terms of educational structure. In terms of age structure, it is also young, which leads to the lack of rich teaching experience or scientific research level in the teaching staff of local colleges and universities. Moreover, due to the influence of various factors, the development of local colleges and universities is affected, resulting in the lack of high-level professional talents in colleges and universities.

2.3 The overall quality level of teachers in local universities is slightly lower
With the deepening reform of higher education, local colleges and universities must strengthen the training of their professional ability and ethics in the construction of teachers. However, it can be seen from the analysis of the current situation that although teachers in local colleges and universities in China have a relatively high academic level under the exam-oriented education mode, their overall knowledge range is relatively narrow and their knowledge structure is relatively backward, so it is difficult to have the sense of innovation. In addition, in virtue of strengthen construction, most of the teachers in the ideological and moral level performance is good, but there are a few teachers easily affected by bad environment, lack of sense of responsibility, professional spirit in the work, with colleague cohesion between consciousness and psychology to bear ability is poorer, also seriously affected the local university teachers team construction in our country.

3. SPECIFIC MEASURES TO OPTIMIZE THE CONSTRUCTION OF TEACHING STAFF IN LOCAL COLLEGES AND UNIVERSITIES
Local university education level depends on the university teachers comprehensive quality and work attitude, work, etc., this is because the teachers in colleges and universities is the key component of the education in local colleges, so the local colleges and universities should form
a unified understanding, should pay attention to team work, improve the level of teaching staff comprehensive quality. Local colleges and universities need to change their ideas, optimize relevant systems and systems, and create a healthy and superior working environment for teachers, so as to improve the comprehensive quality and ideological and political moral quality of teachers.

Through the above in-depth research on the problems in the construction of teachers in local colleges and universities, it can be known that there are some problems in the number of expert teachers, the structure of teachers and the overall quality of teachers. So should the construction of teachers team construction of cognitive, talent cultivation rule, system mechanism and so on effective implementation, promoting the teachers’ team construction in local colleges, should be on the basis of the scientific construction of local university teachers gradually optimize the construction work, enrich and expand local university teachers, improve teachers comprehensive quality. This provides talent support, creates favorable conditions and lays a stable foundation for the high-quality and efficient development of higher education, thus enhancing the comprehensive strength of local colleges and universities and enhancing their social influence and social status.

3.1 Local colleges and universities need to actively change the concept of understanding and improve the awareness of teaching staff construction

Under the background of the current social development situation, the teachers team construction in local colleges are facing the serious challenge, social development puts forward stricter requirement for teachers’ team construction in local colleges, so the local colleges and universities should actively change ideas, combined with the present development trend of higher education development direction, actively introduce advanced management concept, In order to promote the modernization of the construction of teachers in local colleges and universities. First of all, local colleges and universities need to take students as the main body, and should change the traditional personnel management into human resources development, so as to deeply tap the potential of teachers. Therefore, it is known that the construction of teachers in local colleges and universities needs to attract and cultivate high-level and high-quality teachers, and scientific allocation and optimization, so as to tap the potential of teachers and innovative and creative thinking, which is conducive to the scientific and reasonable optimization of the allocation of teachers in local colleges and universities;

Secondly, local colleges and universities need to form a sense of active and healthy competition. At present, the social development makes the market competition more intense, and this requires the local colleges and universities to realize the optimal allocation in the market development, which requires the local colleges and universities to clarify the law of teaching staff construction. the construction of teaching staff in local colleges and universities is not completely affected by the market environment, but also by national policies and regulations, laws and regulations, etc. Therefore, local colleges and universities should form a sense of healthy competition, and at the same time adopt effective ways to improve the allocation and optimization of talents.

In addition, local colleges and universities need to keep the idea of open inclusive understanding, reasonable controls the selection criteria for recruitment, gradually improve the teachers’ resource sharing mechanism, to ensure that conform to the talent flow rule, teacher team construction and promote the teachers to realize comprehensive and diversified development, to improve the structure of local university teachers.

3.2 Local colleges and universities should clarify the law of talent cultivation and establish scientific and perfect unified standards for the construction of teaching staff

At present, there are differences in the types of running schools and the levels of talent training in local colleges and universities, which makes the construction standards of teachers in local colleges and universities different. In addition, the construction of teachers in local colleges and universities is carried out under the background of market environment and national policy, and there are certain rules of college teachers themselves. Therefore, the construction of teaching staff in local colleges and universities needs to clarify the law of talent cultivation, including the law of higher education and the law of teacher development, so as to establish a scientific and perfect unified standard of teaching staff construction.

First of all, local colleges and universities need to clarify the relationship between organizational training and self-improvement. Under the current situation, teachers in local colleges and universities should enrich their knowledge reserve and improve their knowledge system structure. They should not only pay attention to organizational training but also pay attention to self-improvement. Therefore, local colleges and universities need to organically combine organizational training and self-improvement, actively deepen the construction of teachers, and also need to pay attention to the improvement of college teachers’ practical ability and ideological and political morality.

Secondly, local colleges and universities need to clarify long-term development goals and short-term development goals, and on this basis, actively carry out the construction of teaching staff. Among them, the short-term development goal is the basic goal of the construction of teachers, while the long-term development goal is the prerequisite and necessary basis for improving the comprehensive quality of teachers.

In addition, local colleges and universities need to ensure the stability of the team, so as to create a high-level, high-quality teachers with the sense of innovation and dedication.

3.3 Local colleges and universities need to improve the construction system and mechanism of teaching staff

First of all, local colleges and universities need to improve the construction system and mechanism of teaching staff, which is a system and mechanism recognized and
affirmed by the state. At the same time, it is also the fundamental requirement for college teachers. In addition, it is also a guarantee measure for the state to govern education and manage education according to law, which helps teachers achieve comprehensive and professional development. So, place in the selection of teachers in colleges and universities need to reflect the characteristics of teachers' professional and apply corresponding standards and specifications to take scientific and effective evaluation methods, improve teachers' professional, at the same time also need to reflect university teachers' status in the form of legislation, improve teachers' social image, and urged the government to perfect the relevant laws and regulations of the teachers, In order to ensure that the salary of teachers is guaranteed, so as to cultivate more high-level, high-quality talents.

Secondly, local colleges and universities need to gradually optimize and improve the teacher training mechanism, so that they can achieve good development and ideal goals, change from basic knowledge training to comprehensive quality training, and change from a single reliance on the government to an organic combination of the government, universities, teachers, society and other forces. In addition, local colleges and universities need to gradually optimize the working system of teachers, according to the specific needs and requirements of the establishment of teachers, and adjust and optimize the structure of the teaching staff, so as to achieve the optimization and improvement of the teaching staff, so as to establish a more perfect talent mechanism, and finally form a sound competition mechanism. Local colleges and universities also need to gradually optimize the assessment mechanism and supervision mechanism, which should reflect the comprehensiveness, objectivity, fairness, fairness and rationality of the construction of teaching staff, and adopt various ways to carry out assessment and evaluation for teachers. Finally, local colleges and universities also need to improve the new system, optimize the security mechanism, in order to achieve the balance between the internal and external schools, and create a superior working environment for teachers, stimulate the sense of collaboration among teachers, cultivate the spirit of dedication, so as to enhance the cohesion and centripetalism of the teaching staff.

4. CONCLUSION
To sum up, the local university teachers team construction is the development of local colleges and teachers development important measure and effective means, which requires a clear problem of local university teachers team construction, including the local university teachers' quantity is less, the structure of the local university teachers lack of rationality, the local colleges and universities the teachers troop overall quality level is a little low. On this basis to take effective measures, including local colleges and universities need to actively change ideas, improve the teachers troop construction cognition, local colleges should clear talent cultivating pattern, to establish scientific and perfect the construction of teachers team uniform standard, local colleges and universities need to perfect the system of teacher team construction mechanism, to build high quality teaching staff. This can lay a solid foundation and create favorable conditions for strengthening the teaching staff of local colleges and universities and promoting their good development.

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REFERENCE
Machine Learning Hybrid Teaching Model Design Based On BOPPPS Teaching Method From the Perspective Of "Curriculum Ideology And Politics"

Xiaoning Hao 1, Liu Yang 2
1. College Of Data Science, Taiyuan University Of Technology, Jinzhong 030600, China;
2. College Of Intelligence And Computing, Tianjin University, Tianjin 300350, China

Abstract: Hybrid teaching has become the new normal of university education and teaching in the future. Based on the BOPPPS teaching method, the design of machine learning hybrid teaching mode is given before, during and after the class under the perspective of "Curriculum Ideology and Politics", so that the machine learning course has temperature, depth and breadth. It cultivates students with scientific thinking, the consciousness of serving the country with science and technology and the spirit of great artisan. At the same time, it provides a set of universal standardized, easy-to-operate and replicable teaching model for workers engaged in machine learning teaching. It will help digital development and achieve the purpose of educating people for the Party and educating talents for the country.

Key Words: Curriculum Ideology And Politics; BOPPPS Pedagogy; Machine Learning; Hybrid Teaching; Model Design

1. FOREWORD

Colleges and universities undertake the mission of establishing moral education and forging the soul to nurture people. All kinds of curriculum contents and ideological and political education courses should go in the same direction and have synergy. College teachers explore and practice the online and offline hybrid teaching mode [1-2]. At the same time, in accelerating digital development and building digital China, the cultivation of machine learning and other core technical talents has become an important force to promote the digital era. Then, how do teachers carry out machine learning course political thinking? How to carry out hybrid teaching of machine learning courses? How to advance the machine learning classroom revolution? These have become urgent problems to be solved. Therefore, this paper will design and study the hybrid teaching mode of machine learning based on BOPPPS teaching method from the perspective of "curriculum ideology and politics", so as to realize the independent cultivation of talents, achieve the transcendence of the quality of talents cultivation, help the digital development, and achieve the purpose of cultivating high-quality talents.

The BOPPPS method originated in Canada. It is a teaching mode based on constructivism and communicative method. This teaching mode includes six teaching components: "introduction", "objective", "pre-test", "participatory learning", "post-test" and "summary" [3-4]. Its teaching model takes educational objectives and standards in the cognitive field as the framework, and puts forward requirements on students from the six levels of memory, understanding, application, analysis, evaluation and creation from low to high [5].

2. MACHINE LEARNING HYBRID TEACHING MODE DESIGN

2.1. For undergraduates, the teaching content of "machine learning" mainly includes preface, model evaluation and selection, linear model, decision tree, neural network, support vector machine, Bayesian classifier, ensemble learning and clustering. This part is based on the BOPPPS teaching method and has made appropriate adjustments. It takes students as the center and combines the teaching method to give an operational design for standardized machine learning hybrid teaching mode. Students can improve their level through discovery learning, cooperative learning and inquiry learning. Following the law of education and putting people first, according to the teaching content of machine learning course, combining its characteristics, ways of thinking and values, we dig deeply into the ideological and political elements involved in machine learning course, and construct a scientific ideological and political content system. From the perspective of curriculum ideology and politics, it integrates BOPPPS teaching method and divides it into three modules: pre-class, in-class and after-class to give a standardized hybrid teaching mode design.

2.2. Pre-class -- design of mixed teaching mode for boosting the power of science and technology

2.2.1. Bridge-in

Before class, through established wechat groups, self-built or existing online learning platforms, students can upload or share small videos, text materials and related pictures about machine learning for online preview before class. For example, the introduction to the first lecture will introduce some relevant terms and background knowledge of machine learning. Before introducing the preface course, students can load relevant materials of the new generation of artificial intelligence development plan issued by the State Council onto the platform. Planning the overall deployment of the new generation of artificial intelligence involves advanced machine learning theory in the basic frontier theory. At the same time, one of the
development directions of the new generation of artificial intelligence is autonomous unmanned system. Its research content is to study the intelligent perception of moving objects and scenes, and the theoretical domain method of coordination, planning, decision making and action based on multi-mode information fusion and machine learning. Naturally, it can be seen that machine learning is fundamental and plays a very important role. The strategic goal of the plan is to take the lead in AI theory, technology and application and become the world's largest AI innovation center by 2030.

Before the neural network class, we can upload the picture of artificial neural network development in decades, showing it experience of several ups and downs. Scientific research workers go through hardships and difficulties, still adhere to the never-ending spirit of struggle and the spirit of perseverance to faith without forgetting the original intention. Ask students to think about what ideas they have learned from the development of artificial neural networks. Encourage students to climb the peak of science without fear of hardship on the way to growth.

At the same time, upload some knowledge points that students have not mastered firmly before class. For example, when introducing BP algorithm and adjusting parameters based on gradient descent strategy, we found that students were not flexible in the application of derivatives for multivariate composite functions. Therefore, on line before class, we can upload the related materials of the derivation of multiple complex functions. This helps students to make up for some of their knowledge and facilitates subsequent learning mastery.

2.2.22 Establishing the sense of technology power
Decision tree can be used as an auxiliary tool of management. The decision tree is introduced online through the blind date video before class. Stimulate interest and curiosity in decision trees from our life. Students think about how to make a decision. Guide students to make decisions scientifically, not blindly but rationally analyze, with scientific thinking. Bayesian classifiers generally imply a basic assumption, that is, the closed world assumption. If this assumption is broken, it becomes open world. Classification and learning of open sets have been studied. There are still some problems in open world pattern recognition, such as the discovery of new categories in abnormal data. The combination of curriculum and the frontier of science and technology increases the depth and breadth of students' knowledge. Albert Einstein once said, "interest is the best teacher." Get to know your major, stimulate your interest in your major, and lay a foundation for further learning machine learning.

At the same time, students should pay attention to the state of science and technology, feel the rapid development of science and technology in China, enhance patriotism, and establish the consciousness of being a strong country in science and technology.

2.2.3. Object
The course goal of machine learning is that students can understand and master the basic inference types and corresponding theoretical basis of machine learning. Master the main tasks of supervised and unsupervised learning, typical algorithms, evaluation criteria and typical applications; Able to build models according to the characteristics of data distribution; the discriminant ability and practical application value of the model are explained through performance evaluation, and the performance is improved by adjusting parameters or improving algorithms. Able to design solutions to complex problems according to the actual needs, work in a team, clearly express design ideas and communicate with others. Machine learning realizes value education by imparting knowledge and cultivating ability. Cultivate students to establish the consciousness of science and technology to strengthen the country and serve the country, and cultivate students with the spirit of a great craftsman.

2.2.4. Pre-assessment
Based on the bridge-in and object, the corresponding objective questions, including single choice questions, multiple choice questions, judgment questions, and quiz questions, will be posted online. Understand the students' mastery of learning after the introduction. To address the areas of weak mastery and provide guidance during the lesson.

Therefore, based on the BOPPPS teaching method, students' interest in professional learning is enhanced through online videos, reading materials, thinking questions and corresponding pre-class tests. Students can be trained to do things with a scientific attitude, a sense of mission and social responsibility for a strong country in science and technology. Students can deeply experience the temperature and breadth of machine learning courses before class.

2.3. Middle class -- Design of a hybrid teaching model for cultivating scientific thinking and serving the country with science and technology

2.3.1. Participatory learning
From the pre-class content learning, students have a deep understanding of the importance of machine learning from the ideological level. In class offline teaching time, examples of application scenarios of machine learning are given: prediction of citizens' choice of travel by bus, forest fire probability prediction based on big data, modeling and prediction of wind speed uncertainty, prediction of advertisement click behavior, identification of verification code, prediction of stock price trend, etc. Students can discuss: what other application scenarios of machine learning? Get a real sense of how machine learning can be used in our lives.

When teaching linear models, the basic form of linear models is the foundation. From linear regression, logarithmic probability regression to generalized linear model, everything should start from the basics, lead students to deduce related formulas, let students explore the principle. Students should not only know why it is, but also know why it is, and lay a solid theoretical foundation. The linear class cannot simply tell students the direct conclusion, but guide students to explore the answer or conclusion of the problem through the process of thinking analysis, comparison, reasoning and judgment. Students achieve a leap of thinking in the process of knowledge formation. In class, some algorithms are visualized and
abstract problems are concretized into things that students can easily perceive and understand. On the contrary, it can also abstract concrete things and cultivate students' scientific thinking ability.

2.3.2. Cultivate students’ feelings of patriotism and the spirit of serving the country through science and technology

During the epidemic, a generalized linear model was used to analyze the influencing factors of COVID-19 in Shandong Province. At the same time, the dedication of medical staff such as Academician Zhong Nanshan and Li Lanjuan in the process of fighting the epidemic deserves every student's learning. Education students start from me, start from the small things, and strive to do their own work, perform their duties, for the future of the motherland to contribute their due strength. When teaching the BP algorithm, the parameter update is simple, but the iteration is repeated until the stop requirement is reached. Teach students to do simple things repeatedly, but at the same time in continuous correction, cycle, to achieve higher level requirements.

Convolutional neural network is one of the main technologies of neural network. Its application fields are closely related to intelligence +. Can be used in medical image diagnosis and other scenes. Especially deep neural network plays an important role in computer vision task. With the development of deep learning, neural networks have become wider, deeper, and more complex, while also exhibiting better representation and performance. Now some researchers are considering making their models smaller and faster while maintaining their accuracy. One important method is model compression. Model compression can be divided into four categories: model quantization, model pruning, low-rank approximation and knowledge distillation. Ask students to discuss in groups, what are the similarities and differences between pruning in decision tree and pruning in model compression? In addition, most of the research on structural pruning focuses on image classification, and the results on difficult visual tasks, such as target detection and semantic segmentation, are relatively lacking. Introducing some cutting-edge research status in class can broaden their scientific research horizons, guide students to think about the future and concentrate on the direction of exploration, and lay a foundation for science and technology to serve the country. The prediction model of silo dynamic side can easily perceive and understand. On the contrary, it can abstract concrete things and cultivate students' scientific thinking ability.

In combination with the online platform, some discussion questions and exercises can be released in class, so that students can discuss and practice. Students can interact with teachers in a timely manner, and do 100 percent participation. In the middle of the class, a group of several people recorded a small video for the big tasks completed in offline teaching after class. After reading the book, teachers and students should take students as the center, carry out discussion and communication, strengthen the understanding, mastery and innovation of knowledge, and achieve the unity of knowledge and action. In the course of hybrid teaching, machine learning teaching to achieve depth, breadth and temperature. At the same time, the machine learning course ideological and political elements are silently integrated into the mixed teaching, and gradually cultivate students with scientific thinking, family feelings, and the spirit of serving the country through science and technology.

2.4. After class—the design of hybrid teaching mode to practice the craftsman spirit of a great country

2.4.1. Post-test and summary

Assign the corresponding test questions and procedures after class, and do the corresponding offline and online Q&A work. At the end of each chapter, students make a mind map, summarize the content of the chapter, sort out what they have learned again, and develop good learning habits. After completing the teaching content of each chapter, students' learning situation is mastered through feedback and questionnaire survey at key points. Common problems are discussed and taught in class. Individual problem, can undertake one-to-one counselling.

During machine learning teaching, three tasks are assigned to be completed by team members in order to reflect the spirit of unity and cooperation. There should be a clear division of labor among team members, including data retrieval, overall analysis, data processing, model building, evaluation, report writing and video recording. After the completion of the task, the group as a unit to submit electronic report and video explanation, in this form of output. In this process, students' abilities of independent learning, communication, expression, teamwork and innovation are improved. These videos and reports will be published in online learning before the next class. Meanwhile, groups will evaluate each other and give scores. Have discussions offline and in class.

2.4.2. Practice the spirit of craftsmanship in a major country

After class, the most cutting-edge technical knowledge will be provided online in corresponding chapters as extended reading materials, such as cutting-edge academic articles in our country or English, to enhance the depth of knowledge fields. For example, classical machine learning has developed to quantum machine learning, quantum algorithms, including quantum support vector machines, quantum K-nearest neighbors, quantum neural networks and so on. At the same time, relevant video materials of optical quantum computer and "Micius" satellite are uploaded. Contemporary scientist Professor Pan Jianwei and his team named the quantum satellite "Micius". It shows respect and respect for traditional our
country culture, and also shows the spirit of craftsmen in a big country, inspiring students to inherit the spirit of craftsmen. By measuring, summary, and a large task after a series of work completed, strengthen students' understanding of what they have learned knowledge, the more profound understanding, to master the more strong, thinking ability is stronger, enhance students' practical ability, practice ability, improved algorithm to adjust model parameters or to improve performance, makes every effort to practice makes perfect, keep improving, innovate and practice spirit power.

Through mixed teaching, the methods and principles of machine learning are repeatedly understood, applied and innovated from different perspectives to the degree of familiarity. the specific hybrid mode design is shown in Figure 1. From pre-class, in-class to after-class, the ideological and political elements of the course are integrated into the hybrid teaching of machine learning throughout the whole process of the hybrid teaching, and the precise drip irrigation makes it into the ears, eyes, hearts and blood of students, which has become a lasting and stable pursuit of students.

FIG. 1 Design of hybrid teaching mode

3. ASSESSMENT AND ITERATION

3.1. Assessment and evaluation

According to the design of machine learning hybrid teaching, the evaluation method of students, formative evaluation, is given. the specific implementation can be referred to as follows: Video learning (offline before and during class), two parts account for 10%; Pre-test and classroom interaction (discussion, questionnaire, in-class exercises, etc.) accounted for 2%; Homework accounts for 15%; Group tasks are given by teachers' grading and group mutual evaluation, accounting for 10%; After class reading 3%, final written score 60%.

3.2. Iterative update

From the perspective of "curriculum ideology and politics", the design of machine learning hybrid teaching needs to be constantly updated. After each teaching, according to the continuous feedback of students, record and adjust the hybrid teaching design in time. At the end of the final period, according to the data analysis results, the improvement direction is proposed, and the iterative design is continuously updated to form a closed loop.

4. CONCLUDING REMARKS

The design of machine learning hybrid teaching mode based on BOPPPS teaching method from the perspective of "curriculum ideology and politics" earnestly implements the requirements put forward by the Ministry of Education. Imparting knowledge, cultivating ability and shaping value are closely unified to achieve the fundamental goal of moral education. At the same time, from the perspective of "curriculum ideology and politics", the design of machine learning hybrid teaching can provide a set of general standardized, easy to operate and replicable teaching mode for the majority of workers engaged in machine learning teaching, which can help the digital development and achieve the purpose of educating talents for the Party and the country.

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The Current Situation And Counter-Measures Of Ocean-Going Seafarers’ Anxiety Under Covid-19 Pandemic

Xian Huang
Jiangsu Maritime Institute School Of International Studies, Nanjing, Jiangsu 211170, China

Abstract: Aiming at reducing the negative impact on ocean navigation caused by Covid-19 pandemic as well as its new variant Delta and Omicron, along with the psychological pressure and anxiety upon ocean-going seafarers, this thesis means to analyze the causes of seafarers’ anxiety from multiple perspectives such as the current work, landing policies, shift polices and psychological counseling, brings about corresponding countermeasures from multi-layers such as policy layer, governmental layer, industrial and enterprise layer, social layer and individual layer. All these causes and suggestions pose a significant and realistic value to relieve the psychological anxiety of ocean-going seafarers, stabilize and develop ocean trade.

Keywords: Psychological Anxiety; Covid-19 Pandemic; Counter-Measures

1. INTRODUCTION

2020 witnessed the overall sweeping of Covid-19 throughout the world. Even though our country government has controlled the spread of the virus, more than 100,000 ocean-going seafarers are still working in the varied sea areas and ports throughout the world, unable to be away from the negative impact of Covid-19 virus. In a closed vessel, noise, high temperature, jet lag, temporarily organized work team from different countries, lack of medical equipments as well as the terror of overseas Covid-19 pandemic, all these factors have caused the dread to seafarers and brought about anxiety. There are difficulties in many aspects for seafarers, such as difficulty in disembarking, difficulty in landing, difficulty in entrance, difficulty in transferring, difficulty in quarantine, difficulty in affording the quarantine fee. It is unavoidable for them to have more serious anxiety symptoms.

2. THERE ARE MULTIPLE REASONS ADDRESSED TO THE DECREASE OF HAPPINESSINDEX, UNEXPECTEDLY THE FOLLOWING SEVERAL “DIFFICULTIES”.

2.1 Difficulty in Landing

Since the outbreak of Covid-19 pandemic, the ports of varied countries in the world have implemented the visa restriction measures to those vessels landing.

2.2 Difficult in Psychologic Counseling

There are varied kinds of “difficulties” under the background of Covid-19 pandemic, intensifying the anxiety of seafarers, greatly threatening the sound and safe development of ocean shipping industry.

Meanwhile, due to the impact of pandemic on the land, a great number of seafarers could not normally shift, disembark and rest. Added with the unsmooth information on vessels, it is easy for seafarers to have psychological problems such as anxiety, suspicion, nervousness, rage, depression, sadness, blind optimism, loneliness, impulsion and other negative emotions which need pertinent and in-time intervening.

3. ANALYSIS ON POLICIES TO RELIEVE THE OCEAN-GOING SEAFARERS’ ANXIETY UNDER THE COVID-19 PANDEMIC

3.1. According to the IMO circulars, we get to know that each member countries generally adopt the following three approaches to address the problem of seafarers’ certificate expiration according to their countries’ pandemic situation.

3.2. Periodically address the issue of seafarers’ certificate expiration.

Firstly, they extend the time period of current seafarers’ certificates and then develop shift or return policy according to the pandemic situation. All these policies and regulations clearly state that the checking and exchange of concerned certificates of vessels and seafarers can be extended or handled remote-distantly.

3.3. Encourage shift.

Properly establish the shift or return mechanism of seafarers based on the basic national conditions. Offering a guidance to the shipping industry.

3.4. Carry out re-extension of seafarers’ certificates.

This approach has some negative impact on the promotion of seafarers’ shift or return, in opposition to the shift initial of IMO’s encouragement on member countries.

4. COUNTERMEATURES TO RELIEVE THE SEAFARERS’ ANXIETY UNDER COVID-19 PANDEMIC

4.1. After a detailed and through analysis of the suggestions from IMO, measures of western countries, combined with the actual situation of our country, we provide from the following perspectives the corresponding approaches to relieve the seafarers’ anxiety.

4.2. Government perspective: pay high attention to the holiday and legal benenits of seafarers

On the one hand, they should address the issue of seafarers’ extended service. Concerned departments should also guide shipping companies to carry out normal shift work of seafarers to guarantee the normal operation of vessels as well as the seafarers’ rights and interests of labor.

Besides, government organizations should issue operation directions to guide the vessels and seafarers to effectively
prevent and control the pandemic. Meanwhile, we should construct the powerful mindset of ocean-going seafarers: give lectures on common knowledge of psychological anxiety to seafarers through a series of education activities, the professional environmental features of seafarers as well as the psychological influence upon seafarers, the common psychological problems and effective countermeasures. We should improve seafarers’ psychological anxiety as well as mitigation measures from multiple perspectives such as the training of security psychology, the perfection of self-recognition, emotion and pressure adjustment, control of emotions and pressure, the improvement of seafarers’ human relations, the construction of seafarers’ active personality. Besides, we can also joint with other departments to optimize the structure of seafarers’ team, recruiting not only the graduates from maritime schools but also the veterans. On the one hand, this measure can promote the re-employment of veterans, on the other, veterans possess comparatively stronger body, psychological and political qualities.

4.3. Industrial layer: strengthening the online counseling of seafarers’ psychology. We should strengthen the online psychological counseling to seafarers. Objectively, we can call for government, shipping companies, shipowners and the third-party training organizations to carry out cooperation, propell the establishment and implementation of rules and regulations to guarantee seafarers’ health. In dealing with the issues of difficulty in embarking and disembarking, concerned administrative bodies can strengthening the health measures when embarking and disembarking, strengthening inspection on health code and nucleic acid testing. In dealing with the issue of difficulty in quarantine fee, due to the fact that pandemic prevention and forced quarantine belong to the issues of difficulty in quarantine fee, the workers and their families will suffer enormous stress and pressure, the improvement of seafarers’ human relations, the construction of seafarers’ active personality. Hence, we should pay more respect and concern to seafarers, gradually improve seafarers’ social positions.

4.4. Benefits and Sense of Happiness

Scientifically conclude the experiences and lessons drawn from the pandemic, consecutively implement the health plan of our country seafarers according to the actual situations. the implementation of our country seafarers’ health plan can not only reduce the sailing risks, but also save the HR cost (recruitment, training, management, rescue and compensation, etc.), posing significant value and practical meanings to both industry and seafarers. the vessel seafarers can point or recommend some seafarers with outgoing characters, positive mentality and some medical background as the team leader, encourage seafarers to reflect in time varied excessive stress reaction and ill emotions.

4.5. Social layer: the society should pay more respect and encouragement on seafarers.

The society as a whole should work to improve the professional sense of stability for ocean-going seafarers. It is recommended for the shipping associations, government organizations, the third-party organizations to jointly set some education funds, and specially utilize them in the seafarers’ training. Besides, some rewards for long-run service can be set and paid into individual accounts. Once retired, seafarers who satisfy the demands can receive the capital monthly. All these measures are served to provide a sense of stability for seafarers.

4.6. Promulgate maritime culture: Concerned maritime authority organizations and colleges should act upon the “Belt and Road” initiative, construct a powerful ocean nation, carry forward the maritime spirit, improve the sense of professional honor and social position, form a fine atmosphere in which all the citizens love the ocean, long for the ocean, respect the ocean-related workers. Varied colleges and universities, educational institutions and shipping industries, can hold maritime cultural festivals, maritime forums and other activities, intensively display the intellectual products and the latest products in the maritime industry chain, provide a bridge of multiple perspectives, multiple-layer communications and cooperations for the international maritime arena, accelerate the speed, popularity and recognition of maritime technology and culture into other industries. Enhance youngsters’ maritime education: the shipping industry and education industry should work hand in hand, absorb resources and wisdoms from other parties, jointly carry out in-depth research and discussion on our country’s youngsters’ maritime education, find out the problems and challenges of youngsters’ maritime education, search new thoughts and approaches to cultivate strategic talents reserves for a powerful ocean country. They should actively promote the maritime science popularization education into the textbooks in compulsory education, establish special education funds for the population of maritime knowledge, inheritance of maritime civilizations and the sustainable development of our country maritime education. Maximize the positive report on seafarers: the competent departments should guide maritime media to focus more the positive image of seafarers, propaganda their enormous contributions for the national economy, enlarge the popularity of the popularization of maritime knowledge, the government and concerned departments should active guarantee the interests and benefits of seafarers, gradually improve seafarers’ social positions.

5. CONCLUSION

In order to relieve the anxiety of ocean-going seafarers, promote a healthier and stabler development of shipping industry, this article takes the prelude of the current work situation of ocean-going seafarers, carries out an in-depth analysis upon the reasons of seafarers’ anxiety. the analysis perspectives include the visa restrictions, forced quarantine, prohibited entrance, prohibited landing and transfer, difficulty in disembarking & embarking, difficulty in shift, difficulty in landing, etc. All these difficulties form the base of their anxiety. the suggestions of international maritime organizations and the measures of some western countries are provides as a reference. the article lists corresponding counter-measures from multi-layers including policy, government behavior, industrial regulations and social atmosphere, applicable and practicable to relieve seafarers’ anxiety, exerting a positive
meaning and far-reaching influence to stabilize the team of ocean-going seafarers, and stabilize ocean trade and shipping industry.

**REFERENCE**


Analysis And Cultivation Of External Influencing Factors Of College Students' Learning Motivation

Chongchong Yang 1,2*, Yin Quan2
1. Faculty Of Psychology And Education, University Malaysia Sabah, Kota Kinabalu 88400, Malaysia;
2. School Of Economics And Management, Huanghe Jiaotong University, Jiaozuo, Henan 454950, China *Corresponding Author.

Abstract: With the development and progress of society, modern social education pays more attention to the influence of students' learning motivation on their students' quality and efficiency. Learning motivation is an important part of students' learning and also the source of students' quality and efficiency. Learning motivation is an influence of students' learning motivation on their modern social education pays more attention to the influence of students' learning motivation on their learning environment and students in China is worrying. Since entering modern society, the situation of university learning environment and students in China is worrying. The diversification of social value and social transformation have caused many social problems, which have seriously affected the study of college students. By analyzing the influence of external factors on students' learning motivation, this paper puts forward the methods and strategies to improve students' learning motivation. And from the family, school and society three levels to explore the impact of college students learning motivation.

Key Words: College Students; Learning Motivation; Factors Affecting The

1. INTRODUCTION
Since entering modern society, the situation of university learning environment and students in China is worrying. The diversification of social value and social transformation have caused many social problems, which have seriously affected the study of college students. By analyzing the influence of external factors on students' learning motivation, this paper puts forward the methods and strategies to improve students' learning motivation. And from the family, school and society three levels to explore the impact of college students learning motivation.

2. CHARACTERISTICS OF CONTEMPORARY COLLEGE STUDENTS' LEARNING MOTIVATION
2.1 Diversified learning motivation
In view of the current growth environment and learning status of college students, there are many factors that affect their learning motivation, among which learning motivation has the characteristics of diversity and ambiguity. Through investigation and research, it is shown that the factors affecting the learning motivation of college students include employment, diploma, hobbies and other factors, from which it can be seen that the learning motivation of college students presents diversified and unclear characteristics.

2.2 Learning motivation and goals are direct
Another significant characteristic of college students' learning is the clear purpose and learning motivation. In the study, researchers ranked students' responses according to their motivation for learning. In that order, make your own living and find your ideal career. the second is to change their social status through learning, and the third is to constantly improve their cultural literacy and scientific literacy through learning. the best is to honor your family and get a diploma. It can be seen from the survey results that many students associate their future plans and long-term interests with their learning motivation and goals. Most students study for their own interests, while few students care about the motherland and associate their personal development with the development of the motherland and social needs.

2.3 Learning motivation is both utilitarian and practical
The third characteristic of learning motivation is the coexistence of utility and benefit. In a questionnaire survey of nearly a thousand students in a university, it is concluded that most college students like courses with strong applicability, and the questionnaire survey results also show that courses with strong applicability are in the first place. Many students' parents also hold the idea of good employment for students in the future, and put employable majors and courses in the first place, in order to enable their children to directly participate in the society after graduation, in the society can find a stable job with considerable income. Under the influence of this social concept, students and their parents regard theoretical majors as the hardest to find jobs, and even students' favorite majors are second only to professional courses with strong practicality. Employment motivation is a favorable factor affecting students' learning motivation.

2.4 The achievement motivation intensity of learning is moderate
College students are very confused, many of them do not know the direction of the future, and do not know the purpose of learning. After studying hard in primary school, middle school and high school, students just want to be admitted to college, but there is no plan for college. Since students are instilled with the idea that they will be relaxed after entering college, they lose their enthusiasm for learning after entering college. This wrong idea leads many college students to indulge in unrestrained play after entering college to make up for the fun of childhood and youth. the phenomenon of college students dawdling is very common, from the daily behavior and behavior of college students can see that students learning motivation is not high, many college students live muddle along daily thoughts, and even college students only hope to graduate without failing the line of thought. From these phenomena, it is not difficult to see that college students do not hold high expectations.
for success. In essence, the ideas and views of contemporary college students do not conform to the expectations of modern society for college students.

3. EXTERNAL FACTORS AFFECTING COLLEGE STUDENTS’ LEARNING MOTIVATION

3.1 Social Factors

At present, there are some bad customs prevailing in the society, and the existence of bad customs is an important factor affecting students’ learning motivation. At present, China's employment and employment mechanism is not perfect, graduation unemployment has become the true portrayal of contemporary college students. Many excellent college students in the process of graduation job search repeatedly hit a wall, in the process of job search repeatedly unfair and unreasonable events, the root cause of the existence of these unhealthy ethos is the imperfect social system of our country, which has a certain impact on the motivation and motivation of college students, but also makes college students have some bad learning ideas. In addition, the Internet has a profound influence on college students. The popularization and application of information technology has changed the daily life and learning environment of college students. Network have a great impact on college students' learning motivation, oil and gas is the student learning enthusiasm, through investigation and study showed that web surfing, playing video games, movie accounted for most of the time for investigation and study showed that web surfing, playing video games, movie accounted for most of the time for network the exclusion of the real world affects the normal social interaction of college students.

3.2 School Factors

A strong academic atmosphere can improve college students’ learning motivation. In a university with a strong academic atmosphere, students will be influenced by the environment and their personal motivation to learn will also improve. On the contrary, college students in the academic atmosphere of the university is not strong, students own learning motivation will be poor. Of course, teachers are also the key factors affecting students’ learning motivation. If university teachers have high academic level and professional quality, it will indirectly improve students' learning motivation and their pursuit and love for academics. On the contrary, teachers with low academic level, unprofessional and irresponsible will make students tired of learning, and even affect students' learning motivation and enthusiasm.

The management mode of each school is also an important factor affecting students’ learning motivation and enthusiasm, especially for the usual strict family discipline, but after entering university, due to the weakening of external binding force, students slack off in learning. Due to long-term external supervision, students' learning completely depends on external factors, and their own learning desire is low. In schools with weak management ability, students will lack passion and motivation for learning. In terms of management mode, the school should pay more attention to this kind of students, and constantly improve the management system to prevent those students who indulge themselves.

3.3 Family Factors

Family is a place where students initially accept social, most of the families are held high, looking at the idea of a less-pressured, from high school to the student's parents eating is gradually rise, but at the end of the university, parents of students eating, not this is due to the parents thought erroneous zone, most parents think that as long as to be able to get into some good university students, They will have a decent and stable job in the future, so parents attach great importance to students’ study before they enter college, but after they enter college, they have less expectation for students’ study.

4. DISCUSSION ON COUNTERMEASURES TO STIMULATE UNIVERSITY STUDENTS’ EXTRINSIC LEARNING MOTIVATION

Good social employment and employment mechanism is the key factor to stimulate students' learning motivation. As there is a huge gap between school education and market demand, and there is an unreasonable phenomenon in the job market, leading to the brain drain. the employment market needs to create a fair and reasonable employment environment, abandon the traditional thinking of hiring people, respect talents, establish the idea of respecting science, provide employment guidance and training for college students, and provide them with a working environment for self-improvement and development. At the same time, schools and families should also work together to improve the academic atmosphere of schools and enhance the fun of learning courses. On the other hand, parents should attach importance to students’ study in college, often communicate with them, and give them guidance and attention.

5. CONCLUSION

In general, the external environment is an important factor affecting the learning motivation of college students. Schools, families and society need to provide a good learning environment for college students to reduce adverse factors and promote their growth.

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Reflections On Green Finance Innovation Leading the Development Of Agriculture, Rural Areas And Farmers Under the Background Of Rural Revitalization Strategy

Qingxia Yao
Suzhou Polytechnic Institute Of Agriculture, Suzhou, Jiangsu, China

Abstract: our country put forward the rural revitalization development strategy in the 19th National Congress of the Communist Party of our country. Under the circumstance of deepening resources and environment in the new era, green development has become the future development trend of our country's rural revitalization. Because our country green industry scale, but green serious lack of financial resources, and under the strategy of rejuvenating and green development in the country, which fully reflects the importance of green finance, green finance is the motive force of rural green for the long-term development, with the help of a full social capital to assist rural green industry, promote the strategy of rejuvenating country smoothly. Based on the rural revitalization strategy, this paper deeply discusses the way that green finance innovation leads the development of "agriculture, rural areas and farmers"and speeds up the realization of sustainable development.

Key words: Rural Revitalization; Green Finance; Agriculture, Rural Areas And Farmers; Development Way

1. GUIDING NEW DIRECTIONS WITH NEW IDEAS
1.1. The agricultural industry should maintain the concept of conservation, environmental protection and sustainable development, comprehensively guarantee the production environment in the agricultural field, strengthen and improve rural resources, guarantee agricultural production and environment, and ensure that agricultural products are green and ecological. At the same time, agriculture-related personnel should be guided to understand the innovative concept of green finance in "agriculture, rural areas and farmers", actively improve relevant norms and systems, and implement green finance into operation, so as to comprehensively build agricultural production concepts such as ecological civilization and green environmental protection [1].

1.2. Improve the green finance mechanism for agriculture, rural areas and farmers
The agricultural industry focuses on the sustainable development of green finance of "agriculture, rural areas and farmers"as the main goal, actively improve the development mechanism of green finance of "agriculture, rural areas and farmers", rationally plan the green production standards of "agriculture, rural areas and farmers", and make reasonable evaluation by using credit rating and interest rate pricing. Make reasonable credit loan business to meet the requirements of green business of agriculture, rural areas and farmers; Optimize financial resources with the help of industrial fixed assets, strategic funds and wage planning, and focus on developing green finance services for agriculture, rural areas and farmers; Build agricultural green finance talent team, develop reward and punishment green finance assessment mechanism, improve business level efficiently. In-depth analysis of "agriculture, rural areas and farmers"green financial service business norms, pooling standards and management systems, to provide effective help for business development and management.

1.3. Promoting green production
Under the background of long-term development, extensive production is usually adopted in rural areas of our country. Although the productive economy has achieved progress, the reduction of resources and environmental damage have brought disadvantages to agricultural development. In the new era of green production, the production, processing, product delivery and other comprehensive implementation of the green concept, to build a unified green industrial system. Green production and the traditional mode of production is not the same, especially after the perfect production data, must carefully understanding and analysis of production of green degree of value, such as application of production resources, whether can waste emissions into the circulatory system, the discharge of pollutants emissions can achieve good state, to save energy waste have asked, whether meet the idealized conditions, etc. the green industry system involves a wide range of contents, which has become the basic condition for the implementation of the rural revitalization strategy and an important part of the smooth implementation of agriculture, rural areas and farmers. We should strengthen the guidance of green financial innovation, pay attention to the operation of the ecosystem economy, and choose diversified production modes in a scientific way. First of all, the production mode of waste recycling utilization should be established [2]. When the waste processing process, increase the reduction of waste pollution discharge degree, effectively control emissions. For example, agricultural production is faced with a lot of waste gas straw, which needs to be put into feed and fertilizer to improve the straw application rate. Secondly, grasp the relationship between natural ecosystem elements, the biological diversity in rural
society is serious, and the species are complex and changeable. In order to guarantee the balance of natural ecology, we must grasp the relationship between organisms seriously and guarantee the biological community comprehensively. For example, in the process of three-dimensional agriculture, the relationship between plants and animals should be observed, and once animals and plants are found to be not in the same food chain, they should be put into farmland in time. Aquatic vegetables and fish, for example, fully demonstrate the co-existence of plants. Finally, the scientific application of modern green technology. Against the background of development in the new era, our country's economic level is growing day by day, and the level of green technology innovation is also gradually improving. How to expand the application scope of green technology has become a topic of concern in the agricultural field. the construction of green industrial technology system must rely on modern technology, and introduce rural social resource saving technology and ecological environmental protection technology to obtain maximum ecological benefits. In addition, ecological breeding technologies and pest prevention technologies are actively introduced to highlight green technological achievements and ensure the normal operation of agricultural ecosystems.

1. Create a green ecological environment
From the overall point of view, environmental protection is targeted at the economy, create a good ecological environment, improve the level of economic development. In order to realize sustainable development in agriculture, it is necessary to introduce green concept, create green ecological environment and industrial development environment. First, the use of resources to maintain a green concept. With the rapid development of the Times, our country's rural development efforts are also increasing, leading to the gradual deterioration of the ecological environment and resource consumption, timely formulation of green development strategy, effectively form a high-quality ecological environment. In terms of resource utilization, we will establish a virtuous cycle system, strengthen the creation of a green development environment, and fundamentally avoid the use of fossil energy. Wind energy, solar energy and so on are renewable energy, with the characteristics of recycling, through their rational application to expand the application range of green energy. Secondly, protecting the environment introduces green ideas. the agricultural sector excessively increases production, obtains many economic benefits, wantonly uses chemical fertilizers, and seriously damages the ecological environment. In the protection of the natural ecological environment, strengthen the control of farmers' use of chemical fertilizers and pesticides, vigorously rectify pollution problems, and increase the recycling rate of wastewater [3].

2. PURSUING GREEN DEVELOPMENT
2.1. Our country's Central Committee of the COMMUNIST Party of our country pointed out that the green development of agriculture proposed to build a green development system, is conducive to the mutual assistance of ecological society and economic society, to prevent the economy from serious threats to resources. In order to respond to the national party's policy, strengthen the attention to rural green ecology, create a good agricultural ecological environment, a large number of agricultural resources reserve. At the same time, our country put forward the concept of comprehensive agricultural development to realize the utilization of resources and create the most valuable multiple resources. It can not only meet the green financial innovation standards, but also obtain economic and ecological benefits. In order to achieve sustainable development in our country's agricultural field, actively form the modern production mode of agricultural economy, create rural economic structure, fully show the rural natural economic function, and maintain the rural natural ecological environment.

2.2. The increasing expansion of market scale of agricultural products in our country makes the variety of agricultural products diversified. In order to achieve this goal, more attention should be paid to the production and processing of agricultural products, and economic channels should be vigorously extended to obtain more economic benefits [4].

3. CONCLUSION
Due to the different distribution of rural areas in our country, the environmental degree will also have an impact, so that the effect of rural revitalization strategy is not obvious, and the "three rural areas"of green finance cannot be idealized. Despite the support of relevant national agricultural policies, agricultural products are rich in resources, but the implementation is still insufficient, resulting in the failure of personnel related to agriculture, rural areas and agriculture industries to fully grasp the green finance policy. In the process of rural economic development, we should maintain the concept of green development, plan strategies for resource conservation and environmental protection, take green ecology as the goal, build an innovative green financial system, combine ecological benefits with economic benefits, and promote the gradual improvement of the development of agriculture, rural areas and farmers.

REFERENCES
English Teaching Design In Higher Vocational Colleges Based On Project Teaching

Min Zhang
International Education School, Jiangsu Maritime Institute, Nanjing, Jiangsu 211170, China

Abstract: With the development of our country's economy and society, higher requirements are put forward for higher vocational English talents. On the basis of mastering basic English theoretical knowledge, students are required to have strong practical and application ability. As an effective measure to improve students' practical ability, project-based teaching can promote the combination of theory and practical knowledge of English talents in vocational colleges, and promote students' all-round development. Therefore, by analyzing the connotation and characteristics of project-based teaching, this paper puts forward some application strategies of project-based teaching in vocational English teaching design, so as to improve the quality of vocational English teaching.

Key words: Higher Vocational Education; English Teaching Design; Project Teaching; The Application Strategy

1. INTRODUCTION
Higher vocational education as an important part of higher education in our country, compared with the ordinary institutions of higher learning pay more attention to the students' vocational skills and the cultivation of practice ability, cultivate professional talents rather than academic talents, so the traditional pattern of classroom teaching in higher vocational English teaching effect is limited, to explore new education model is of great significance. Project-based teaching is a kind of teaching based on concrete projects, which can give full play to students' autonomy and cultivate students' professional ability. This paper aims to study the English teaching design of higher vocational colleges based on project teaching.

2. FIRST, THE CONNOTATION AND CHARACTERISTICS OF PROJECT-BASED TEACHING
2.1. Project-based teaching, also known as project teaching method, is a student-centered, project-oriented and ability cultivation teaching mode, which is widely used in teaching of various subjects and specialties. Among them, projects in project-based teaching method are not limited to a specific task, but can also be a problem, an activity design, etc. Teachers can flexibly apply project-based teaching according to their actual teaching needs, so as to comprehensively improve the English application ability of vocational college students [1].

2.2. The outstanding characteristic of project-based teaching is that students are the main body, which is missing in the traditional education mode. In the traditional education model, teachers have always played a dominant role, and the cramming teaching method severely suppressed students' learning autonomy and enthusiasm, while project-based teaching can maximize students' dominant position through the whole process of students completing a project independently. Secondly, project-based teaching aims at vocational skill training, and improves students' ability to solve problems by using their inherent experience through project training. Meanwhile, it also makes a comprehensive investigation of students' emotional attitudes and values, which is conducive to the cultivation of students' comprehensive ability. Besides the project teaching has the characteristics of the combination of theory and practice of project theme is directly related to the expected teaching goal, it requires teachers to consider when setting project to the textbook the combination of theory and practice of life, thus deepening the classroom teaching content, improve students' understanding of theoretical knowledge, thus further improving the students' practical ability, Cultivate skilled talents in line with the requirements of the new era.

3. SECOND, THE APPLICATION STRATEGY OF PROJECT-BASED TEACHING IN HIGHER VOCATIONAL ENGLISH TEACHING DESIGN
3.1. Through the research of project-based teaching, it can make up for the deficiency of students' English application ability in higher vocational English teaching, so as to effectively improve the teaching quality of higher vocational English. The application of project-based teaching in higher vocational English teaching design can be carried out from the following aspects:

3.2. Create a lively professional situation
The application of project-based teaching in vocational English teaching design can effectively highlight the teaching characteristics of vocational English. Teachers should formulate appropriate project tasks according to the actual learning situation and learning ability of students and the development needs of English major, so as to achieve dynamic English teaching. Among them, teaching situation, as an important component of project-based teaching, determines the actual effect of project-based teaching [2]. Therefore, English teachers in vocational colleges should create a good professional situation before teaching, place students in the real work scene, and increase the authenticity of the teaching situation through props arrangement, role allocation and other forms. At the same time, the teaching process should aim at cultivating students' application ability of English professional knowledge and practical innovation consciousness, solve various project problems in the actual project development, and reflect the respect for students' dominant position. Creating vivid vocational situations can provide students with a good learning environment and test their comprehensive English...
practice ability in real scenes, which is an important way to improve students' English professional literacy.

3.3. Combine project design with professional needs

At present, the outstanding problem in English teaching design of higher vocational colleges is that the curriculum goal is divorced from social reality, which leads to the talent training goal of higher vocational colleges does not meet social expectations, and affects the employment rate of graduates from higher vocational colleges. Therefore, in the process of higher vocational English teaching design, it is necessary to combine project design with vocational needs, and train students' vocational skills as the ultimate development goal, so as to carry out project-based teaching, which can better promote the fit between students' practical ability and society. For example, taking the teaching design of business English as an example, teachers should first investigate the current demand of the industry and relevant enterprises for business English talents, understand the specific knowledge and skills needed by the society for business English talents, and then formulate the business English talent training plan. In the teaching process of business English special project, vocational needs should be combined with the teaching objectives of the project, so as to not only train students' business English application ability, but also improve their workplace adaptability and teamwork ability. Especially the team cooperation ability, and its essential as students after entering the workplace skills, directly related to the efficiency and quality of work, in the English teaching focus on the students' ability of team work, in the design of project teaching in the form of group work, can greatly improve the students' vocational skills, promote the students' English and professional ability of improving [3].

4. IMPROVE STUDENTS' SELF-STUDY ABILITY

4.1. The outstanding advantage of project-based teaching is that it can confirm the principal status of students in the learning process, so as to promote students' independent learning ability. Therefore, higher vocational English teachers should make full use of the advantages of project-based teaching and promote the improvement of students' self-study ability by highlighting the self-study link in the teaching design.

4.2. By providing students with learning conditions, learning time, and helping students arrange learning content, teachers provide channels for students' self-study and broaden their access to knowledge. In the project-based teaching process, teachers play the role of a mentor. Students participate in all aspects of the project independently and can seek some help from teachers according to their own learning situation. However, in general, the progress of the project is controlled by students and their groups themselves, and finally, each group shares the project results and experience. This teaching method can effectively improve students' enthusiasm for learning, and a series of practical activities such as cultural lectures, English corners and knowledge competitions can meet students' personalized development needs.

5. CONCLUSION

To sum up, the application of project-based teaching in higher vocational English teaching can effectively improve the quality and efficiency of English teaching, promote the improvement of students' English vocational ability, so as to achieve the training goal of vocational talents in higher vocational colleges. However, in the process of teaching design, it is required to highlight the subject status of students, stimulate their interest in learning, weaken the role of teachers in teaching, and promote the improvement of students' self-learning ability, which is an important measure to promote students' future career development.

REFERENCE

An Analysis Of Metaphor In the Plays Of William Shakespeare

Ping Zhou, Yan Li
Daqing Normal University, Daqing, Heilongjiang, 163712, China

Abstract: In the European Renaissance, there were a large number of playwrights, and Shakespeare is the most representative playwright. Shakespeare created a large number of dramatic works, most of which are handed down as classics, but also laid a solid foundation for the later cultural development. Shakespeare's dramatic works can show his outstanding creative talent and language talent, and it is for this reason that Shakespeare is also known as the master of language by the later generations. A large number of Shakespeare's dramatic works are often created by metaphor, which is also the biggest characteristic of Shakespeare's works. Based on this, this paper explores and analyzes metaphor usage in Shakespeare's plays.

Key words: Shakespeare; Dramatic Works; Metaphor

1. INTRODUCTION
Shakespeare had created a great number of literary works, including 37 plays, Shakespeare's plays general story full rich, has profound implications, and Shakespeare also referred to as the "father of the British drama", and it has a large number of "fans", most of them have been about work, was deeply loved by readers. Researchers to explore the works of Shakespeare's plays, from which it is not hard to see, its expression is more unique, Shakespeare's writing has formed its own characteristics, and the researchers also found that most of the drama will be application of metaphorical wording, makes the characters more three-dimensional, more classic, with higher literary value and research value.

2. OVERVIEW OF METAPHOR USAGE
2.1. Metaphor is a figure of speech, mainly based on words. Simply speaking, it is to use modifiers to describe events and enrich events. In other words, it is to use modifiers to replace the original stiff words. In the process of literary creation, the use of metaphorical rhetoric can enrich the story and make it have a sense of life. Metaphor can also be regarded as the overall composition of language. To put it simply, it means the integration and application of metaphor and normal language to express one's own feelings or describe events. To the deeper point of view, metaphor is the crystallization of human wisdom, show the human understanding of reform and the wisdom of the world, has become a widely used rhetoric technique, it is not only a kind of technique of expression, is also a form of cognitive and thinking, the more weight is given to the overall process, has diversified ideological content, can let the human to further cognition itself. Metaphor has its own logical thinking, and in the application process, it usually involves a variety of disciplines, such as linguistics, aesthetics, culture, etc., and standardizes human expression of the world, so it also involves philosophy and culture [1].

2.2. second, the characteristics of metaphor in Shakespeare's plays
Throughout a large number of Shakespeare's literary works, especially his plays, he used a large number of independent metaphors in the process of creation, which made complex emotional changes more concrete and objectified. In traditional drama works, application of independent metaphor has certain limitations, only in a relatively independent section of construction, often down, independent metaphor used in drama details description, and its application is relatively scattered, fragmented, this can better let the reader into the order of the plot, resonate, You can get a better understanding of what the author is trying to say and further understand the idea of the story. Although independent metaphor expression is simpler, but they have profound meaning, Shakespeare in the application of metaphors to create their own, to realization of the content of the abstract, the content of the complex feelings objectively describe the personage, make the characters more vivid, but also can broaden the reader's thinking way, actively mobilize the enthusiasm of the readers. In addition, readers can combine the narrative content and the development of the story with the implied ideas in the process of reading the story, making it easier for readers to understand the content and central idea of the story and deepen their understanding of the connotation of the drama, which is also the value and significance of Shakespeare's application of independent metaphor [2].

2.3. Shakespeare does best is to use the technique of metaphor, by using specific things according to the metaphor is relatively complex and abstract things, and the technique of expression of metaphors can also help the reader understand the drama to a great extent, but also to a certain extent, improve the function of vocabulary more expression, make readers know more about the content and meaning of the drama. Through research survey, Shakespeare when using the metaphorical expression, mostly in the characters' conversation, this can largely increase the dialogue sense of humour and intensity, but also highlights the intrinsic meaning of the words, make the dialogue more bright eye, in addition to a large extent also enriched the content of drama works, promote the development of the plot. In addition to the use of metaphor in language dialogue technique, Shakespeare is good at using metaphor in terms of character, can highlight the characteristics of characters and personality characteristics accurately, the character and lively, rigorous, witty, elegance and vulgar performance incisively and vividly, also makes readers more deeply
understand the characters, but in this process, Shakespeare also combines the identity of the characters, the environment and the key points between various characters to give readers a deep understanding of the characters' psychology and emotions. In addition, Aristotle once said that "compared with simile, metaphor can arouse readers' thinking more", which is mainly because metaphor is not as obvious as simile, and requires readers to conduct in-depth exploration and analysis and further in-depth thinking. And in order to meet the demand of the reader's aesthetic and reading, bring plays the biggest beauty, Shakespeare in drama works about innovation in the process of metaphor, make its content got the sublimation, make the content of the drama is more vivid, but also make the reader to think further, raise the artistic value of the whole drama works.

3. Thirdly, the aesthetic concept and cultural significance of common disease metaphors in Shakespeare's plays

3.1. In order to further explore the deep meaning and cultural connotation of Shakespeare's plays and help reform and innovation of contemporary drama research methods, the staff must enhance their initiative in the process of work, and conduct in-depth exploration and analysis of the research methods and research ideas of modern and modern Western literature. Further studies are made on the aesthetic images expressed by the disease phenomenon and the humanistic cultural psychology behind it by means of systematic evaluation, and further studies are made on Shakespeare's plays, so as to restore the absurdist creation ideas expressed by Shakespeare and explore the stage effects created by Shakespeare. In a large number of Shakespeare's plays, "disease phenomenon" usually appears, which has unique cultural metaphorical value of fairness, as well as its own unique aesthetic concept and cultural significance [2].

3.2. Aesthetic concept

Shakespeare in drama creation process, often based on human, and skills of human common behavior is described, its main core elements for disease phenomenon, and carries on the thorough description, guides the reader view disease phenomenon from the point of view of the adjustment, at the same time also can guide readers to improve the existing aesthetic idea, promote people to look at the event. However, the drama not only describes the ideological connotation of the cultural phenomenon represented by the overall scene, but also uses literary pretense. This disease phenomenon is a unique way of description by Shakespeare, showing Shakespeare's understanding and cognition of good and evil, beauty and ugliness. In the plays of Shakespeare is usually the effects on the diseases of human psychology and life vivid characterization, to bring the reader to impact, used the technique excellent contrast reflection characters in the plays after the way of life and emotional state, show a cruel fate, but also vividly show fear of disease. In the process of creating plays, Shakespeare often describes various diseases to show the real feelings of the sick people, and also shows the personal characteristics and ideological themes of the characters from the side, enriching the creation forms and aesthetic ideas and promoting the development of modern dramas [3].

3.3. Cultural significance

Shakespeare lived in the 16th century, which was a transitional stage from the Middle Ages to the Renaissance. At this stage, his scientific and technological level had been improved to a certain extent, and his way of thinking and behavior had undergone a huge change, and the traditional ethical and moral ways had been eliminated. On the one hand, new humanistic ideas gradually come into the public's view, and the public is encouraged to explore unknown natural phenomena and take their destiny in their own hands. On the other hand, the gradual end of the Medieval period shows that theocracy was gradually replaced by the free development of social thought and theocracy was gradually defeated. Nonetheless, but the religious ideas did not disappear completely, also differ in the social culture of life experiences, therefore Shakespeare in the process of creation, effectively use the surviving irrational cultural image of the middle ages, make its more standardization and dramatic, at the same time also in practice shows people's understanding of self and the social law of development, And to a great extent, make people know the current social development situation and the law of development, accurately grasp the benighted era public fear and fear of disease, guides the reader to idea generation into the middle ages, it was rational culture tradition has not been established in the thinking level, as the drama festival gradually unfolds, the audience can feel close to the beauty of the natural phenomena, For example, the representative Henry IV [4].

3.4. In "Henry iv", in the first act of the portrayal of the hero Falstaff is said of the king's stroke - "a paralysis of the blood, and tingling and head of chaos", this description can be largely show Falstaff character its outspoken character performance incisively and vividly, but also indirectly shows the background of that time, It lays a foundation for the subsequent description, and also expresses the subsequent development trend of the story, and also expresses the cultural concept carried by the content of the drama. And this scene is mainly through the account of the king's body level condition, but it shows the background to the problem of shortage of cognitive ability, as well as the social unrest and social order disorder, and through the hero Falstaff description of illness, and stressed the king to abuse their rights, to borrow the illness show at the age of that kind of uncertainty.

3.5. The social consciousness of the cultural metaphor of disease in Shakespeare's plays

Through to explore and analyze the works of Shakespeare, it is found that disease phenomenon can not only reflect the characters in the works of drama physical diseases, but also shows the character of psychological morbidity phenomenon, in addition to a large extent also shows the diversity of social consciousness under different times and social development and changes of law. Throughout all of Shakespeare's plays, in a different era background and cultural background, the characters in the attitude towards
the disease and understand there is a big difference, and its concept also have some different, but due to the influence of the cultural background, in the way of the characters in the definition of disease as well as the form of the interpretation of the disease also has certain differences. But for those who show more obvious physical diseases, the expression is basically the same, the most different or for spiritual and mental diseases of table writing, mainly because of strong uncertainty and volatility, and these two kinds of diseases to a great extent a certain effects on the character's personality and characteristics, but also affect their understanding of society and the judgment, the character's motivation mainly stems from the fear of disease, because there is death, diseases so character is mostly fear and disgust, therefore in the process of description, Shakespeare has never been only on the surface of description and the narrative, but from the inside out to express, also the character of psychological change and so on carries on the description, Because if the lack of external release or relieve the space, then the disease will continue to increase, Shakespeare cleverly used in the process of metaphor technique, through the description of the disease metaphor in the current era, the disease combined with times background, to a large extent this echo of the topic, the purpose of clever showed the characters for readers and viewers how to see the world, As well as their thoughts on the world and social development [5]. Again, take Henry IV, in which Noranson also suffers from an illness, and he describes his condition this way: "My hands and feet have been weakened by pain, and now I am enraged by pain, and I have a courage I have never known before. " Through the description of the inner soliloquy of the characters of Nolansen, the characteristics of Nolansen's personality are shown, which reflects his own extraordinary courage to transcend the suffering, but also shows his great anger to awaken his vitality, and this also reflects the resistance of the characters in the play and their resistance and aversion to the disease to a large extent. Through the description of the inner monologue of the characters, Shakespeare shows the determination and courage of the characters to fight against the disease, guides people to set up the spirit of having the courage to challenge, and triggers the thinking of readers and audiences.

3.6. Culture is Shakespeare's use of metaphor is the most obvious diseases, and in the social consciousness is usually in the form of the symbol of evil, and the application of this technique can largely on the current social situation and caused a certain impact, moral standards and play a destructive role, but also impact the public positive emotions, It also affects people's cognition and experience of their own fate on the psychological level. Through the description of diseases, readers and audiences can pay attention to the physical level, and then induce various distortions and variations. But in Shakespeare's plays for describing the characters the disease, as well as detailed description people fear and loathing for the disease, can accurately show the main factors influencing the life of their own, namely human willpower, which is more objectively describe the audience and readers can understand the characters more sick mental state and psychological state. And this is mainly thanks to Shakespeare's own observation and characterization ability, Shakespeare is usually to observation of the current society, watch what he comes into contact with the spirit of population change, at the same time under the extreme condition its psychological state is a big change is also one of the main content of Shakespeare observed, then in drama works, Shape the character character with outstanding characteristics. Shakespeare in the process of practical writing will also take into account the current time background and the social consciousness, to a more detailed description of characters, but also can display the current social consciousness from the side, by the way described, Shakespeare created many classic hero image, while in the process of facing the disease they show the weak side, But through their own continuous efforts, to face up to the disease, and brave to face the disease.

4. CONCLUSION

To sum up, in a large number of Shakespeare's plays, it is not difficult to see that he is good at using metaphor. In the process of creation, Shakespeare skillfully used language skills to describe the phenomenon of disease, and gave full play to the writing method of metaphor to enrich the content of the work. At the same time, he also described a large number of possibilities, which sublimated the artistic effect. At the same time, he also accurately described people's fear and deepened the impression of readers.

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Strategies For Improving the Effectiveness Of Middle School English Listening Teaching

Tianxiang Cao
Yinchuan Institute Of Education Sciences, Yinchuan, Ningxia 750001, China

Abstract: Students learning English need to have a good understanding of listening, learning and listening learning methods and skills. In the current English teaching in some middle schools, the effectiveness of listening teaching is affected by the lack of attention to the cultivation of students' listening ability. For this, it is necessary to realize the importance of middle school English listening teaching and the important role it plays in other aspects of students' learning as well as its significance. This paper analyzes and discusses the strategies to improve the effectiveness of middle school English listening teaching for reference.

Key Words: Middle School English; Listening Teaching; Effectiveness; Strategy; Research

1. INTRODUCTION

In the traditional middle school English teaching, listening teaching is a very important way of teaching, teachers adopt mechanical teaching mode, so that students can only learn passively. Teachers only pay attention to the imparting of knowledge, ignoring the cultivation and improvement of students' ability. In addition, the teaching focus is on the teaching of reading and writing, and the teaching of listening learning and expression is not paid attention to, which will affect the cultivation and improvement of students' comprehensive quality and ability to a certain extent, and is not conducive to the overall development of students. Under the situation of new curriculum reform background, if you want to improve the level of students' listening ability, you need to pay attention to guide students to establish good learning self-confidence, arouse the enthusiasm of students' listening learning and interest, thus students can fully into the listening learning, to improve the students' study effect, improve the quality of the students' listening learning.

2. FACTORS AFFECTING STUDENTS' LISTENING LEARNING

2.1 Listening material factors

Listening materials themselves have significant characteristics, such as speed, pronunciation, vocabulary, grammar and so on, students listen to listening materials for students to clarify the meaning of the content of the material is extremely important. If listening materials speak faster, then students do not respond in time, which will affect students' understanding of listening materials; Pronunciation will have a certain impact on students' listening learning, and many students' listening learning depends on pronunciation to a large extent, many students' listening learning quality is difficult to improve, the key lies in pronunciation. Some students have not had formal pronunciation practice, so the pronunciation is not accurate and standard, and then have a certain impact on the listening training of students. If students receive the wrong phonetic stimulus for a long time, it will affect the future correct pronunciation methods and skills, resulting in the transmission of wrong information. In addition, some students can not deal with the slightly continuous words or meaning transfer in the listening materials, leading to students can only understand part of the words, but can not master the meaning of other words or sentences in a fast time, the final result is that students do not understand the meaning of the sentence.

Grammar is the main line of complete sentences formed by words. Students need to pay attention to mastering grammar knowledge to clarify the meaning of sentences. If students can not clear the grammar of the sentence, then although they can understand the meaning of the word, but they can not understand the overall meaning of the sentence, which will affect the listening learning effect of students. If students encounter strange words or sentences in the process of listening, they will focus on the learning of these words or sentences, which will affect the students' auditory effect of the next sentence, and then affect the students' auditory effect of all the content of the listening materials.

2.2 Cultural background factors

Student for master degree of knowledge and understanding of English countries related aspects are closely related, such as English national politics, history, literature, social aspects of the understanding of the key role for the students' listening learning, so you need to in the teaching attaches great importance to the English national culture background factors effect on the students listening and hearing effect.

2.3 Academic psychological factors

Students need to analyze and process the information obtained in the process of listening learning, so as to form their own meaning. In the process of analysis and processing, students should be able to identify words and sentence elements in successive sentences. This process is formed instantaneously and is constantly changing. This particularity has a significant impact on students' listening learning. In addition, students' own psychological factors in listening learning are closely related to the listening effect. In student's mood more tense, or fear will lead to students can't listen to my heart, and the students' listening learning initiative is one of the important factors affect students' listening effect, students will be able to clear, and to understand the statement or if they have a strong sense of hearing, will have significant effect on students' listening learning, if students lack of interest or lack of confidence, Then it will be difficult for students to master more knowledge through listening materials [1].
3. SPECIFIC STRATEGIES TO IMPROVE THE EFFECTIVENESS OF MIDDLE SCHOOL ENGLISH LISTENING TEACHING

Listening is not only an important way for students to learn English knowledge, but also an important content of English knowledge learning. The improvement of students' listening level is a reflection of students' comprehensive ability, including students' ability to understand and summarize sentences and text content, which is an important aspect of the cultivation and improvement of students' communication ability. In the context of the rapid development of Internet information technology, it is extremely important for students to master the methods and skills of listening learning and to internalize the materials and knowledge they have heard into their own ability for their future learning, life and development.

3.1 Assist students to master listening learning methods and skills

When students learn Chinese knowledge, they will form certain listening learning habits, but in middle school English listening teaching, teachers need to take effective ways to strengthen students' listening practice. In the actual teaching, teachers can not do all the knowledge to students, which requires teachers to pay attention to assist students to master listening learning methods and skills in the actual teaching. When teaching knowledge with listening materials, because some words are combination words, teachers can lower the requirements and only need students to clarify the meaning of the sentence. They should exercise students' predictive ability and deepen their understanding of some key words in teaching, so as to help students predict the meaning of the whole sentence [2].

3.2 Create a good teaching atmosphere

In traditional teaching, teachers tend to pay attention to the teaching of some dialogue content or sentences. In actual teaching, teachers also let students understand the meaning of sentences by memorizing, but ignore students' learning and mastering of knowledge. In specific teaching, teachers assign homework or design tasks to students. These exercises are often to test students' grasp of the situation, while the homework assigned by teachers or designed tasks are more targeted, and students will gradually become interested in learning in the long run. For this, in English listening teaching, teachers need to create a good teaching atmosphere, so that students can be integrated into the study.

In addition, in classroom teaching, the teacher to take a variety of teaching methods to teach students knowledge, such as design problem, corrects homework or student work, etc., at this time the teacher need to lead and guide the students to learn, for students in the learning of confusion or mistake, the teacher should be able to correctly understand and correcting students' mistakes in time. In addition, it is necessary to encourage and guide students to gradually master the methods of listening learning, and encourage them to appreciate English songs and watch English videos, which will help to increase their knowledge and broaden their horizons, promote the improvement of their overall ability, and help improve their English listening level [3].

3.3 Mobilize students' listening learning enthusiasm

Good enthusiasm of students is very important for students to learn, is the prerequisite for students to master knowledge and application of knowledge is also a necessary basis. In middle school English listening teaching, teachers need to take feasible and effective measures to mobilize students' enthusiasm in listening learning and impart knowledge to students, which requires effective listening teaching.

In addition, teachers need to fully grasp the physical and mental development characteristics of students and the level of cognitive ability in teaching, and train students' listening, speaking, reading and writing skills. On the one hand, when teachers exercise students' listening, they need students to listen carefully or let students focus on listening according to teachers' instructions or prompts, which is helpful to strengthen students' understanding of knowledge. On the other hand, in English listening teaching, teachers create teaching situations and guide students to deepen their understanding of listening materials through role playing or English dialogues. In addition, teachers can also let students have targeted expression, can purposefully modify the content of listening materials, so as to design dialogue to practice.

3.4 Develop a sense of English

Language sense is the key to students' learning and application of English knowledge, and the quality of teaching ultimately needs to be able to start from the language aspect to assist students in learning English knowledge, and the characteristics of listening learning should be clear. English listening and phonetic content interact with each other. If students lack a correct understanding or quick response to what they hear, they will not be able to really clarify the meaning of sentences. Therefore, training students good listening is an important teaching task, but also students need to pay attention to the learning content. Students should have a good sense of language, which reflects their listening response ability and hearing speed. Students should be able to accurately judge the main meaning of the sentences they hear. In English listening teaching, although it is difficult to comprehensively improve the overall listening level of students, but students can master the methods and skills of listening learning. Therefore, it is necessary to cultivate students' language sense and train their language sense in daily teaching, so that students can have more opportunities to access listening learning materials. Through strengthening practice, students can master the pronunciation, tone and intonation of English sentences, so as to help students grasp the overall meaning of sentences [4].

3.5 Selection of suitable materials

First need to according to the main purpose of the listening teaching reasonable division of the listening material, should be able to choose to suit for a first-time or beginners listening material, can choose a few speed slower, voice clear, easy to understand the material, for students to distinguish the words, and master statement
Students' physical and mental state is extremely important in learning foreign language knowledge. Students can maintain attention, have good memory, clear thinking, good emotional cognition and other important factors for students to learn English knowledge, which is also an important aspect to reflect students' listening level and hearing effect. In the students' listening learning to pay attention to their own good attention, memory, thinking, emotional, cognitive aspects of investment, teacher should be able to effectively apply the modern multimedia technology and effective teaching methods to guide students to actively participate in the hearing, and also need to pay attention to communication and exchange between teachers and students, strengthen interaction, stimulate students learning interest and learning enthusiasm, Cultivate students' enthusiasm in listening learning. Therefore, it is necessary to pay attention to strengthen psychological guidance for students, should be able to let students accept listening learning from the heart, and help students establish good listening learning confidence, and help to improve the effect and quality of students' listening learning.

3.7 Pay attention to vocabulary memory and expand vocabulary reserve

Good listening is not only an important factor for students to learn and master English knowledge, but also a necessary ability for students. The listening level of students determines the listening learning effect of students. Therefore, it is necessary for students to pay attention to vocabulary memory in learning, expand their vocabulary reserve, learn from the sentences formed by words and paragraphs, and be able to hear, listen and understand clearly [6]. In order to improve students' listening level, teachers need to assist students to master a large number of vocabulary in daily teaching and improve their awareness of words. Students can improve their listening ability by constantly listening, speaking, reading, writing and retelling. Through students' dialogue with each other or through reading in daily learning to form a good sense of hearing, from simple to complex, from shallow to deep, and then students can have targeted listening learning. Under the premise of mastering the pronunciation and meaning of words, students can quickly react to the content of listening materials, and then form an impression in their mind.

3.8 Strengthen grammar practice and improve proficiency

There are differences between the students' English listening test and the daily test. It requires students to respond in time when they hear the words, vocabulary and sentence meaning in the listening materials. It can not only test students' attention, but also test students' mastery of English words, vocabulary, sentence and grammar knowledge. Some students do not respond after hearing English listening materials and other content, and do not make clear the fundamental meaning. If the last sentence is not understood, it will affect students' listening learning of the next sentence, leading to students gradually unable to grasp the meaning of the full text.

This problem is a common problem in students' listening learning and is closely related to students' mastery of grammar knowledge. English grammar is different from Chinese grammar not only in essence, but also in the composition of sentence elements [7]. Compared with Chinese, English is more regular and includes many parts of speech, including nouns, adjectives, numerals, pronouns, etc., which are seldom used or can be ignored in Chinese. And differences and differences in grammar, students need to master English grammar knowledge in daily learning English and English grammar application techniques, this can be in the process of listening to clear with the structure of the structure of Chinese grammar and English grammar is different, when listening to respond in a timely manner, and application of English grammar structure on the content of the English sentence meaning to classify and recognize.

3.9 Use interesting materials to strengthen listening practice

The level of students' own ability in listening learning is closely related to teachers' guidance and guidance as well as students' own practice. Teachers' own teaching ability plays an important role, and teachers also need to apply interesting materials to make students master listening learning methods and skills in the learning process. Due to this phase of the students are in a critical stage of the development of body and mind to some new things can produce strong curiosity, students have their own interests at the same time, teachers need to fully grasp students based on actual situation, according to their own need to apply for the listening teaching experience and teaching material, lets the student in the process of listening to gradually master the methods and techniques, In addition, students should be guided to clarify key words or key sentences in listening materials, so that students can learn listening knowledge in a targeted way [8].

4. CONCLUSION

To sum up, it can be seen from the above analysis that it takes a long process to improve students' listening level. If students cannot master good learning methods and skills in listening learning, it is difficult to improve the learning quality of students. In view of this, it is necessary to clarify the factors affecting students' listening learning, including listening material factors, cultural background factors, academic psychological factors and so on, and adopt effective strategies on this basis. Including auxiliary students master the listening learning methods and skills, create a good teaching atmosphere, arouse the enthusiasm of students' listening learning, cultivating English language sense, selecting suitable for listening material, strengthen psychological guidance, pay attention to vocabulary memory, expand vocabulary reserves, strengthen grammar exercises, improve proficiency, interesting material, strengthen students' listening practice,
Thus help to improve students' listening ability and students' learning effect.

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Research On the Dilemma And Innovation Path Of Students' Employment And Entrepreneurship Guidance Under the Background Of "Internet +"

Supeng Du
Jinzhong College Of Information, Jinzhong, Shanxi 030800, China

Abstract: At present, the society has fully entered the "Internet +" era. Under this background, it has promoted the reform of college students' employment and entrepreneurship guidance, which is both an opportunity and a challenge for employment and entrepreneurship guidance. Based on this, this paper first analyzes the difficulties faced by students' employment and entrepreneurship guidance under the background of "Internet +" and discusses the innovative path of employment and entrepreneurship guidance.

Key Words: "Internet +"; Employment And Entrepreneurship Guidance; Innovate

1. INTRODUCTION
Under the background of "Internet +", it has brought a far-reaching impact on all walks of life in our society, and the same is true in the field of education. For contemporary college students, it has also become a common phenomenon to use the Internet platform for employment and entrepreneurship. Therefore, how to make good use of the opportunities provided by the "Internet +" era and effectively guide students' employment and entrepreneurship is a problem worthy of reflection [1]. Through the "Internet +" platform to carry out students' employment and entrepreneurship guidance, compared with the traditional employment and entrepreneurship guidance mode, it is more helpful to meet the personalized and diversified needs of contemporary college students, which is of great significance to solve the current difficult employment problem.

2. DIFFICULTIES FACED BY STUDENTS' EMPLOYMENT AND ENTREPRENEURSHIP GUIDANCE UNDER THE BACKGROUND OF "INTERNET +"
First of all, from the actual situation of students' employment and entrepreneurship guidance at this stage, there is still a phenomenon that the theoretical guidance system is not perfect in the process of carrying out the guidance work. Such as the characteristics of the "Internet +" era are not integrated into the theoretical guidance system, and the advantages of Internet technology are not reflected in the employment and entrepreneurship guidance, which greatly hinders the innovative development of employment and entrepreneurship guidance [2]. Secondly, under the background of "Internet +", for the guidance of students' employment and entrepreneurship, information resource sharing is the key to improve the effectiveness of work. However, at present, the construction of Internet platform in the guidance of employment and entrepreneurship in most schools lags behind, and the sharing of information resources has not been realized in real sense. Students can not obtain valuable employment and entrepreneurship information in time. Finally, although some schools actively explore school enterprise cooperation in employment and entrepreneurship guidance, they have not formed a close relationship with enterprises. Employment and entrepreneurship guidance also presents a one-way and one-sided situation, lacking diversified and three-dimensional employment and entrepreneurship guidance services, and the practical ability of employment and entrepreneurship guidance needs to be improved.

3. INNOVATIVE PATH OF STUDENTS' EMPLOYMENT AND ENTREPRENEURSHIP GUIDANCE UNDER THE BACKGROUND OF "INTERNET +"
3.1 Reconstruction of employment and entrepreneurship guidance curriculum system
Under the background of "Internet +", schools should pay more attention to employment and entrepreneurship guidance, implement top-level planning and design, and promote the continuous improvement of employment and entrepreneurship guidance. From the actual needs of college students' employment and entrepreneurship at this stage, the construction of employment and entrepreneurship curriculum system still needs to be improved. It is difficult for students to get targeted and practical employment and entrepreneurship guidance in both online and offline teaching, resulting in students' lack of scientific career planning and facing the situation of "unemployment upon graduation" [3]. Therefore, schools need to reconstruct the current employment and entrepreneurship guidance curriculum system. Employment and entrepreneurship guidance is a work for all student groups in the school. Building a perfect curriculum system is the key to cultivate students' good employment and entrepreneurship literacy. Under the background of "Internet +", the school should adjust the existing teaching form of employment and entrepreneurship course, constantly expand the course content, and meet the employment and entrepreneurship guidance needs of students at different stages. For example, for freshmen, basic teaching and universal education are mainly carried out, and students are preliminarily aware of employment and entrepreneurship through network resources. For sophomore students, mainly carry out employment and entrepreneurship knowledge education and thinking training, in order to...
cultivate students' employment and entrepreneurship awareness. For higher grade students, they are mainly guided to design employment and entrepreneurship projects through the Internet platform to provide students with employment and entrepreneurship practice opportunities and lay the foundation for social employment in the future.

3.2 Build an Internet platform for employment and entrepreneurship guidance

Under the background of "Internet +", it provides greater convenience for the school to build an employment and entrepreneurship guidance platform. Therefore, in this context, the school needs to build a corresponding employment and entrepreneurship guidance platform based on the Internet in combination with the actual needs of students' employment and entrepreneurship. First of all, the university has increased material investment in the construction of employment and entrepreneurship guidance platform, continuously improved the facilities and places required for the construction of employment and entrepreneurship guidance platform, actively built employment and entrepreneurship simulation platform, and increased students' interest and enthusiasm in participating in employment and entrepreneurship. Secondly, the school guides students to participate in maker centers and innovation practice classes through employment and entrepreneurship practice projects, and uses relevant projects to hold diversified online entrepreneurship competitions and exchange activities, so as to continuously enhance students' employment and entrepreneurship ability. Under the background of "Internet +", the network platform is full of a large amount of employment and entrepreneurship information, and students are prone to confusion. In view of this situation, the university needs to further improve the design of the employment and entrepreneurship guidance platform, collect, sort out and screen the employment and entrepreneurship information in the network platform, provide customized and personalized employment and entrepreneurship guidance services for college students, and constantly improve the effectiveness of employment and entrepreneurship guidance.

3.3 Promote in-depth cooperation between schools and enterprises

Under the background of "Internet +", in the process of guiding students' employment and entrepreneurship, the school needs to comprehensively analyze and master the practical needs of employers and enterprises for talents, further strengthen the depth of school enterprise cooperation, reasonably use Internet technology to strengthen school enterprise cooperation, maximize the use of enterprise employment and entrepreneurship resources, and constantly expand students' employment and entrepreneurship space. First, in the context of "Internet +", schools should change the traditional concept of talent training and actively explore the way of school enterprise cooperation and collaborative education. Therefore, both schools and enterprises need to actively cooperate and work for the common goal. In the process of school enterprise cooperation, both sides should take the initiative to change traditional thinking, the school needs to accurately grasp the industrial transformation and upgrading under the background of "Internet +", timely adjust the majors and curriculum according to the industrial development and needs, strengthen the connotation construction of professional courses, and meet the employment needs of enterprises. Enterprises should clarify their employment direction, connect with the mutual aid Internet platform, and build a joint recruitment mode between schools and enterprises to ensure that the talent training of schools is closely connected with the needs of enterprises.

4. CONCLUSION

To sum up, relying on internet information technology to carry out student employment and entrepreneurship guidance is an effective way to innovate the current working mode and provides a good foundation for scientific and standardized student employment and entrepreneurship guidance. Therefore, in the context of "Internet +", schools should integrate internet information technology into students' employment and entrepreneurship guidance, treat the problems existing in the current employment and entrepreneurship guidance in an all-round and correct way, actively build a working mode of "Internet+employment and entrepreneurship guidance", provide students with scientific and effective employment and entrepreneurship guidance, improve the success rate of students' employment and entrepreneurship, and reduce the employment pressure of today's student groups, help students better realize their personal value.

REFERENCE

Countermeasures To Improve the Quality Of Online Education In Colleges And Universities Under the Background Of Epidemic Prevention And Control

Shan Gao, Qinglong Duan
Nanjing Vocational Institute Of Railway Technology, Nanjing, Jiangsu 210031, China

Abstract: In the context of epidemic prevention and control, online education has become an important carrier for colleges and universities to carry out teaching activities. It is also an important measure to actively respond to the call of "non-stop teaching and non-stop school". Although the outbreak of the epidemic has promoted the development of online education, the disadvantages of online education have gradually emerged in the long-term practice. Based on this, this paper discusses the countermeasures to improve the quality of online education from the problems of online education in Colleges and Universities under the background of epidemic prevention and control.

Key Words: Epidemic Prevention And Control; Colleges And Universities; Online Education

1. INTRODUCTION
Since the outbreak of covid-19 pneumonia, it has not only caused great harm to people's physical and mental health and safety, but also has profound impact on economy, life, education and other fields. Against the background of covid-19 epidemic prevention and control, in order to cope with the new prevention and control work of new coronavirus pneumonia, the national universities responded positively to the call of "ceasing teaching, stopping classes and not stopping school", vigorously launched online education, and broadcast teaching also welcomed the vigorous development [1]. At present, "Internet+education" has penetrated into various industries, and the same is true in the field of education. The deep integration of "Internet+education" has realized the reorganization of various elements in the education system, which is in an unprecedented period of profound change for the education system. In the face of epidemic prevention and control, there are still many problems in online education. How to effectively improve the quality of online education in colleges and universities and break through the dilemma of online education is an urgent problem to be solved.

2. ANALYSIS OF CURRENT ONLINE EDUCATION PROBLEMS
In the late 1990s, with the rapid development of Internet technology, online education gradually rose all over the world. After years of development, online education has made great progress, and the scale of online education market continues to expand. Under the background of covid-19 epidemic prevention, online education is in the golden stage of development. However, from the actual situation, there are still many problems in the current online education. First of all, due to the frequent collapse of network clients, teachers and students are not familiar with software operation, network delay, forgetting to turn off the camera after class, students' distraction in class, poor image of teachers and students and other problems, there is still a large gap between online education and achieving the ideal teaching effect, resulting in online education being criticized by many teachers and students [2]. At the same time, some poor student families lack learning terminals such as computers and tablets, and the network conditions in some remote areas are unstable or unable to access the Internet, which seriously restricts the promotion of online education.

3. COUNTERMEASURES FOR IMPROVING THE QUALITY OF ONLINE EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF EPIDEMIC PREVENTION AND CONTROL
3.1 Fully prepare for online education
Further standardize and guide online education through relevant policies, and encourage and mobilize teachers to actively participate in online education activities. In February 2019, the Ministry of Education issued a number of documents on online education, promoting the development of online education. In July of the same year, the implementation opinions on standardizing off campus online training jointly launched by the Ministry of education and other departments formally made normative requirements for off campus online training [3]. At the same time, all provinces, cities and counties have actively responded to the call, formulated online education policy documents in line with the actual situation, and implemented the spirit and requirements of online education. Schools play a leading role in the process of online education, and educational informatization talents are the key to provide online education and learning technology support services to teachers and students. For example, many colleges and universities in China have launched a series of documents such as online teaching, online teaching guidance and online topic opening defense, and successively built a support service team with professional teachers and graduate students as the main body. With the help of wechat, QQ, video conference and other forms, they provide guidance and help for the problems in online education of college teachers and...
students, which has achieved remarkable results. In order to achieve the ideal effect of online education, teachers and students need to make full preparations. For teachers, they need to deeply study the theoretical knowledge and technology related to online education, master the skills of online education, and reduce technology panic. At the same time, teachers need to adapt to the change of their role as soon as possible, the change of teachers from traditional role to network anchor, and the change of students from classroom learning to online learning. In addition, teachers should design appropriate course contents according to the characteristics of online education and the actual teaching situation, so as to fully reflect the advantages of online education technology.

3.2 Vigorously build online gold courses relying on the concepts of OBE and maker

Online education should always be one of the important ways to improve the quality of online education. Based on the widely used teaching concepts such as OBE, maker and design thinking, promote the construction of online gold courses, change the traditional teaching forms, fully mobilize students' interest in course learning, and promote the teaching reform of colleges and universities. OBE concept emphasizes the cultivation of students' innovative thinking, systematic thinking and macro thinking, as well as the improvement of students' expression ability, innovation ability, digital learning ability and scientific research ability. Designing online golden courses based on OBE concept helps to stimulate students' online learning initiative and improve teaching satisfaction, and change the traditional single teacher evaluation to diversified evaluation methods. The maker concept advocates generative curriculum resources, supports students to participate in curriculum teaching and constantly innovate learning methods. Innovation is the core of makers. Improve students' correct cognition of innovation and cultivate students' innovative consciousness. Design thinking is an innovative exploration methodology, which plays a positive role in cultivating students' innovative creativity. Reshaping the course content based on design thinking can further improve the innovation and high-level of the course.

3.3 Increase the interactive communication of online teaching

In traditional classroom teaching, it is usually in the form of one-to-one questioning and answering questions, and there is less communication and discussion between teachers and students. Online education has obvious advantages in teacher-student interaction. It can carry out communication activities through text, pictures, videos and other interactive ways in teaching in combination with the needs of students. Combined with the course content, teachers can innovative design Interactive topics, plan questions, rush answers and other links, stimulate students' enthusiasm to participate in communication and interaction, and guide students to actively discuss. Timely comment on the views expressed by students, support and encourage students to actively express and share their personal views, and create a good atmosphere for communication and discussion.

4. EPILOGUE

To sum up, the advent of the epidemic has greatly stimulated the vitality of online education and promoted the reform of online education management means, education methods, learning methods and evaluation modes. Online education is a complete subversion of traditional education forms, accelerating the transformation of education and teaching forms and the innovative development of school organization forms. At the same time, online education is of great significance for building a new educational service format in the new era. Therefore, colleges and universities need to make adequate preparations for online education, vigorously build online golden courses based on the concepts of OBE and maker, and increase the interactive communication of online teaching, so as to continuously improve the quality of online education and promote the healthy and sustainable development of online education.

REFERENCE

Innovation And Exploration Of Ideological And Political Work Mechanism In Private Colleges Under the Background Of New Era

Weiyan Gao
College Of Entrepreneurship, Hohhot, Inner Mongolia 010070, China

Abstract: Under the background of the new era, it is of great significance for private colleges to promote the innovation of ideological and political work mechanism to improve the comprehensive quality of college students, promote their further development and growth, and realize the fundamental task of establishing morality and cultivating talents. In the long-term practice, although the ideological and political work of private colleges and universities has made some achievements, there are still deficiencies in many aspects. Based on this, this paper mainly discusses the innovative ways of ideological and political work mechanism of private colleges in the new era.

Key Words: Private Colleges And Universities; Ideological And Political Work; Innovation

1. INTRODUCTION
Since the reform and opening up, with the rapid development of market economy, private colleges and universities, as one of the new modes of socialist education in China, have gained valuable opportunities and space for development. The ideological and political work of private colleges and universities has always been highly concerned by the state in the process of their vigorous development. It is clearly pointed out in the report of the 19th CPC National Congress that socialism with Chinese characteristics has entered a new era, which is a new historical orientation in the process of China’s development [1]. It can be seen from the judgment of the state on the historical stage that private colleges and universities have entered a new era of development, which also reminds the ideological and political work of private colleges and universities to keep pace with the Times and innovate according to the situation, and constantly seek the development and innovation of ideological and political education. Under the background of new era, for private colleges, how to effectively promote the healthy development of the ideological and political work, the basic task of the implementation of khalid ents, to cultivate new era of responsibility and mission, private colleges to improve teaching effectiveness, to better serve the people, private education workers in colleges and universities is worth pondering.

2. INNOVATE THE INTERNAL INTEGRATION MECHANISM OFIDEOLOGICAL AND POLITICAL WORK
The ideological and political work mechanism of private colleges is composed of different structural elements. How to maximize the function and function of each element is the key. Therefore, it is necessary to fully integrate such elements and gradually establish a systematic and comprehensive internal integration mechanism. Specifically, the internal integration mechanism includes teaching, scientific research, practice and other elements. Among them, teaching and educating is an important way for private colleges to carry out ideological and political work. It mainly refers to the cultivation of talents during teaching activities, so as to cultivate students’ ideological and political quality and improve their ideological and political level through course teaching [2]. Curriculum is the main carrier of teaching, so education is also called curriculum education in other words. In the specific practice of education and education, attention should be paid to the mutual cooperation of various courses, so as to promote the collaborative progress of various professional courses and ideological and political theory courses and produce synergistic effects. Scientific research and education is also one of the main channels for private colleges to carry out ideological and political work, which mainly means that students receive ideological and political education in the process of participating in scientific research activities. At present, scientific research is one of the key contents in the daily work of colleges and universities, and it is also a skill that college students should master. The realization of scientific research and education requires teachers to pay attention to teaching and research in the teaching process. Although the proportion of scientific research of students in private colleges is obviously less than that of practical activities, it can also be an effective way to receive ideological and political education. Scientific research and education, on the one hand, requires students to master professional knowledge and skills, on the other hand, also requires students to take the initiative to study, in the process of self-exploration, self-pursuit to improve the ideological and political quality, to achieve all-round development. Practice education, through the students to carry out practical activities, in the process of social practice to cultivate emotional attitudes. Ideological and political education includes two forms of theoretical education and practical education. Practical education is a good supplement to classroom theoretical knowledge education and plays a positive role in improving the effectiveness of classroom theoretical teaching. The ideological and political work of private colleges needs to increase the proportion of practical teaching, provide more practical opportunities for students, and make students feel the true meaning of theory in this process.
3. INNOVATE EXTERNAL COORDINATION MECHANISM OFIDEOLOGICAL AND POLITICAL WORK
It is not only teachers' responsibility to achieve the goal of education in ideological and political work, but also the participation of the whole school and the whole society, which is an important mission that cannot be shirked. Therefore, it is necessary for the whole school and the whole society to strengthen external coordination and establish an external coordination mechanism of ideological and political work in private colleges covering management and education, service and education, organization and people [3]. In the process of building the external coordination mechanism of private colleges and universities, it is necessary to attach importance to the unity of the goal orientation of education from the three dimensions of management, service and organization, and use various ways to contributeresources so as to establish a complete education chain. Private colleges and universities have their own educational management system, which is composed of administrative system and party affairs system, and plays an indispensable role in the management and education. To carry out the ideological and political work in private colleges and universities, first of all, the school management system needs to implement the organization and management work, and provide corresponding system and management services as a guarantee. Service education mainly refers to the high quality services provided by logistics and other internal service institutions in the process of ideological and political work in private colleges and universities, and the goal of personnel training can be achieved by constantly strengthening their service capabilities. As a way of external education, service education has an important auxiliary function. It can improve the effect of ideological and political education by providing quality service. Organizational education mainly refers to the party and league organizations of private colleges and universities actively present and develop students to join the Party and league organizations and achieve the goal of education through relevant teaching. Compared with teaching and practice education mentioned above, management education and service education and organization education are more like auxiliary means or guarantee means, which play an important synergistic role in the ideological and political work of private colleges. Therefore, it is necessary to build an external synergistic mechanism of the three.

4. INNOVATE THE VALUE GUIDING MECHANISM OFIDEOLOGICAL AND POLITICAL WORK
Culture has important enlightening function. To achieve the goal of education through culture, that is, cultural education, is an invisible path of ideological and political work in private colleges and universities. It is of great significance to build a value guiding mechanism that integrates cultural education into the whole process of education for improving the actual effectiveness of ideological and political work in private colleges and universities. Cultural education mainly refers to the use of campus culture, school style of study and other methods to influence students, in the imperceptible acceptance of ideological and political education. Private universities campus culture is the important spiritual support, is a school in the long course of development, by a large number of teachers, students accumulated culture precipitation, can include material culture, spiritual culture, system culture, closely linked each other, complement each other, unity formed into ideological and political education work to educate the whole process of invisible factors. In order to effectively construct the value leading mechanism that permeates the whole process of ideological and political work, private colleges and universities should constantly highlight the role and value of cultural education, actively promote the construction of campus spiritual culture, intensify the construction of institutional culture, improve the connotation and soul of campus culture, and enhance the value leading function of campus culture. Thus, the humanistic order of ideological and political education in private colleges and universities can be effectively maintained.

5. CONCLUSION
To sum up, after entering the new era, private colleges should improve the mechanism innovation of ideological and political work importance, as a driving force, improve the optimization of ideological and political work mechanism of internal integration and external cooperation mechanism, value guidance mechanism, advancing the actual effect of ideological and political work on real significance, effectively raise the quality of school, Thus a steady stream for the society to train the cause of socialist modernization qualified successors.

REFERENCE
The Path Of Integrating Ideological And Political Education Into College Physical Education (Professional Football Course)

Bing Han
School Of Physical Education, Sanya University, Sanya, Hainan 572022, China

Abstract: College students are the successor of socialist modernization construction and an important pillar force, improving the comprehensive quality of college students is particularly important in the training of talents in colleges and universities, how to help college students master professional knowledge and skills at the same time, cultivate students good quality and moral quality, is the key task of college teaching. With the continuous implementation of the new curriculum reform, quality-oriented education has attracted more and more attention. Physical education is an effective way to realize quality-oriented education. Therefore, in recent years, physical education has been increasingly emphasized in colleges and universities. The goal of professional football teaching in colleges and universities is not only to develop students' football specialty and enhance their physical quality, but also to promote students to set up good ideological quality. It is of great significance to integrate ideological and political education into professional football teaching in colleges and universities for cultivating students' correct "three views". Based on this, this paper first analyzes the characteristics of ideological and political education integrated into college professional football class, and expounds the importance of ideological and political education integrated into college professional football class, and finally discusses the specific path of ideological and political education integrated into college professional football class.

Key Words: Ideological And Political Education; Colleges And Universities; Physical Education; Professional Football Lessons

1. INTRODUCTION

Along with the social development and the promotion of the national economy, the demand for talent is more diverse, it also puts forward more requirements to talents training in colleges and universities, on the basis of mastering the basic specialized knowledge ability, also need to strengthen the students' comprehensive quality, literacy training, realize the individual all-round development, better power [1] for socialist modernization construction. Physical education in colleges and universities is an important part of quality education in our country. Physical education plays a positive role in improving students' comprehensive ability and cultivating students' comprehensive quality. As one of the core contents of college physical education, professional football class is mainly aimed at cultivating students' professional football knowledge, football skills, sportsmanship and physical fitness level [2]. Under the background of quality education, the teaching concept and teaching method of professional football class have changed greatly, and the training of students' comprehensive quality is increasingly emphasized in the teaching process of professional football class. However, due to the limitation of traditional teaching mode, there are still some problems in professional football teaching in many colleges and universities in China, which greatly affects the improvement of the overall level of football teaching. In order to further improve the students' comprehensive quality and endue the professional football teaching with deeper connotation, it is very important to integrate the ideological and moral education into the professional football teaching in colleges and universities, which helps to improve the students' ideological and moral level insubtly and realize the goal of quality education.

2. CHARACTERISTICS OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO PROFESSIONAL FOOTBALL COURSES IN COLLEGES AND UNIVERSITIES

2.1 dynamic

Due to the strong practicality of professional football teaching in colleges and universities, students need to keep running in football teaching activities, and students have a higher degree of freedom in the whole learning process [3]. In this process, students are more susceptible to the influence of external factors. However, in this free environment with various influencing factors, students' thoughts change faster and better show their psychological quality, emotional will, etc. Teachers can often get better results by rationally taking advantage of this opportunity to carry out ideological and political education.

2.2 social

In the teaching of professional football courses in colleges and universities, students need to strictly abide by the rules of football competition and the spirit of sportsmanship, fully recognize the characteristics and advantages of individuals, and clarify their own positioning and role in the team [4]. Similarly, in the society, each of us also needs to abide by relevant laws and regulations and assume different social roles. We not only need to execute our legal rights, but also need to fulfill certain social obligations. By integrating ideological and political education into professional football teaching in colleges and universities, ideological education can be achieved for students in an invisible way, cultivating students to establish a good awareness of abiding by rules and
regulations, forming correct values, and laying a foundation for their integration into the society in the future.

2.3 Direct participation
Compared with other professional disciplines of ideological education, professional football teaching of the ideological education has more significant practicality, is not the simple oral lecture by teachers, but need to practice in a variety of football for ideological and political education to the student, lets the student in the process of football activities cultivate noble moral character [5]. For example, in professional football teaching, students can not only effectively master football-related sports skills, but also improve their personal attention when they repeatedly practice football passing, stopping and other technical movements.

3. THE IMPORTANCE OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO PROFESSIONAL FOOTBALL COURSES IN COLLEGES AND UNIVERSITIES

3.1 Realize patriotism education
In various international sports events around the world, athletes often represent their own countries to fight, and their performance in the field represents the national image. They strive to win in the competition to win honor for themselves, and bring honor to the country through their own efforts, so as to reflect their patriotism [6]. the same is true for football. In football matches, all the athletes wear the same team uniform and hold the flag-raising ceremony before the match. Through these actions, they are conducive to inspiring the love of the country and mobilizing the athletes to struggle and win in football matches to win the honor of the country. Integrating ideological and political education into professional football teaching in colleges and universities is also an effective way to realize patriotism education for students, which can fully stimulate students' patriotism spirit. For example, teachers organize students to watch the national football team and cheer and applaud for the performance of their athletes on the field, unconsciously cultivating students' sense of national honor.

3.2 Promote students to establish a good spirit of competition
As a highly practical sport, football is also an important part of professional football teaching, with the purpose of improving students' practical football skills [7]. However, after the football match, many students are easily affected by the outcome of the match, and different match results lead to the change of students' mentality. Students who win the match will think that their football skill level is higher than the other party, and will have contempt for the opponent, gradually forming a mood of pride and complacency, and losing the motivation to make efforts and progress. For some students who lose the match, they may think that the other party wins just because of luck or coincidence, and do not pay attention to reflection and summary of their own shortcomings, thus affecting the development and progress of personal football level. Therefore, the ideological education into college professional football lesson teaching, help students to view game right mindset, effectively deal with the relationship between cooperation and competition, so that the students no matter winning or losing in the football match to be able to correct understanding to its own advantages and disadvantages, positive reflection on the summary, make up the shortcomings, continuously in the subsequent training set a positive sense of competition, Improve personal sports ethics.

3.3 Create a free and pleasant teaching atmosphere
Previous to the traditional ideological and political education of colleges and universities mainly is carries on in the classroom, the teacher just to ideological and political theory knowledge, the students in education classroom atmosphere is boring, teaching form is single, students present a passive state, over time students lose interest in education education, unable to concentrate for a long time and energy to study ideological and political education content. Finally, there is a big gap between ideological and political education results and expectations [8]. Professional football class and traditional classroom teaching in colleges and universities are two completely different forms, the former is a dynamic education mode, in which students run freely on the playground, with a more relaxed, happy and free learning atmosphere. Under such an atmosphere, ideological and political education can be carried out on students with a higher degree of acceptance and a more profound understanding of ideological and political knowledge. Besides mastering professional football knowledge and skills, students can feel the connotation of ideological and political education, so as to promote the improvement of students' professional knowledge and moral quality.

4. SPECIFIC PATHS OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO PROFESSIONAL FOOTBALL COURSES IN COLLEGES AND UNIVERSITIES

It is of great significance to integrate ideological and political education into professional football teaching in colleges and universities for improving students' comprehensive quality, the effective combination of ideological and political education and professional football class not only helps to enrich the teaching content of professional football class and innovate teaching methods, but also can better realize the goal of quality education of football teaching and improve the overall level of professional football class teaching in colleges and universities. Therefore, as a professional football teacher in colleges and universities, ideological and political education needs to be effectively integrated into football classroom teaching, specifically from the following points.

4.1 Establish the people-oriented concept
Ideological and political education plays an important role in the teaching of professional football in colleges and universities. For teachers, they not only need to impart professional football knowledge and skills to students, but also need to guide students to shape correct values. College professional football class teachers should raise oneself to the student to carry out ideological education.
importance, firmly establish the people-oriented idea, that is "based on students", always adhere to the dominant position of students in professional football lesson teaching, combining students' actual demand, ability to learn and development rule in football teaching and ideological education. So as to better cultivate students' professional ability and ideological and political accomplishment. In the process of professional football teaching, teachers should grasp the students' ideological dynamics at any time, combine the students' ideological changes and characteristics, carry out targeted ideological and political education, help college students to establish a good ideological and moral quality. In the process of ideological and political education, teachers should also combine the characteristics of football project for teaching, through the cultivation of football spirit, guide students to form the spirit of perseverance, unity and cooperation, never give up.

4.2 Enrich the teaching methods of professional football lessons
In order to effectively integrate ideological and political education into professional football teaching in colleges and universities and further improve teaching effectiveness, it is particularly important to reform and innovate existing football teaching methods. Therefore, in the process of professional football teaching, teachers need to combine the characteristics of students and reasonably use a variety of teaching methods to carry out ideological and political education for students. First of all, teachers can combine theory with practice in football teaching to help students master professional knowledge of football and improve their ideological and political level. For example, after teaching students the basic knowledge and skills of football, teachers can organize students to carry out various forms of football competitions and training programs to carry out ideological and political education, so as to subtly cultivate students' awareness of tenacious struggle, teamwork and competition in football practice. Before football competition, teachers should first carry out ideological education to help students establish a good sense of collective honor, teamwork, and the spirit of hard work, and form the correct consciousness of civilized competition and abiding by rules. At the same time, in the process of football competition, teachers pay attention to observe the change of students' thoughts. Once there is slack or dissatisfaction, they immediately carry out ideological education to students, help students adjust their mentality, and re-enter the game with a good appearance. After the football competition, ideological and political education will be carried out to students again, the performance of students in the competition process will be summarized, and the students with excellent performance will be praised and affirmed, so as to encourage other students to learn from them and stimulate students' good sense of competition. In addition, some representative figures and events in football matches are given for positive publicity to students, and ideological and political education is carried out with the help of example demonstration effect. In the form of teaching organization, teachers can adopt the form of group cooperation for football teaching, divide students into multiple groups, promote mutual communication in the process of team learning, cultivate students' ability of unity, cooperation and communication with others, and help inspire students' collective sense of honor and helpful quality. In addition, teachers should be the reasonable application of multimedia technology in the teaching of the professional football courses, to teach students basic knowledge and skills, for students to play football of the classic video, to give students sensory stimulation, in the process of watching guides the student to feel the football sports spirit, so as to promote the formation of good moral character.

4.3 Improve teachers' personal ideological and political literacy
To effectively integrate ideological and political education into professional football teaching in colleges and universities, teachers play an important role in it. Only teachers themselves have strong ideological and political literacy, can they carry out correct ideological education for students and ensure the effective implementation of ideological and political education in football courses. Therefore, colleges and universities need to pay attention to the cultivation of ideological and political literacy of professional football teachers. Through various ideological and political theory guidance and training activities, teachers' ideological and political literacy is constantly improved to provide a solid guarantee for professional football lessons to be integrated into ideological and political education. At the same time, from the perspective of football teachers themselves, they should also attach importance to the improvement of personal ideological and political literacy, make full use of their spare time to actively learn relevant knowledge, combine football teaching characteristics and rules, consider the actual needs of students, innovate the way and form of ideological education, and ensure the smooth development of ideological and political education in football teaching. In professional football lesson teaching process, teachers should not only teach the students the football related knowledge and skills, also need to set an example play a model role, through their own behavior to achieve the goal of ideological education for students, thus requires teachers to establish a correct concept of ideological and political, strict constraints for their actions, pay attention to cultivate their moral sentiment, enhance the level of individual moral, Exert a positive influence on students imperceptibly, and finally achieve the purpose of teaching by example.

5. Conclusion
From what has been discussed above, under the background of quality education, the ideological education into professional football lesson teaching is imperative, it is also a necessary requirement of the development of the new era, only the two for effective integration, to improve college students comprehensive quality, better enhance students' physical quality and cultivate the psychological quality, promoting the healthy development of students comprehensive Better highlight
the human-oriented teaching core thought of higher education. For professional football class teachers, therefore, for effective China into education education in the teaching process, teachers need to increase the degree of attention to the political education education, enhance personal ideological and political level, mining the ideological elements in football teaching, through a variety of forms will be effectively integrated into the professional football lesson teaching, the play football teaching invisible education function, To cultivate students' ideological and political quality unconsciously, so as to achieve all-round development of students' morality, intelligence and body.

REFERENCE
Research On the Current Situation And the Content Of Paradigm Reform Of Gymnastics Teaching In Colleges And Universities

Hao Huang, Bo Zhao, Rui Hua
School Of Physical Education, Sichuan University Of Science & Engineering, Zigong, Sichuan 643000, China

Abstract: Gymnastics course is one of the important contents of physical education in colleges and universities. It plays a positive role in enhancing students' physique and cultivating good physical literacy. Gymnastics started early and has formed a more mature system with its continuous development. However, at present, there are still many deficiencies in gymnastics teaching in colleges and universities, which is difficult to meet the development needs of the times. Therefore, it is urgent to reform gymnastics teaching. Based on this, this paper discusses the content of gymnastics curriculum paradigm reform from the current situation of gymnastics curriculum teaching in colleges and universities.

Key Words: Colleges And Universities; Gymnastics Courses; Paradigm Reform

1. INTRODUCTION

College gymnastics course is an important way to improve students' psychological quality and physical quality, which has greatly promoted the good development of college physical education and sports. However, in the wave of continuous development of the times, college gymnastics teaching has been difficult to meet the current actual teaching needs. The problems of excessive pursuit of competitive teaching mode and single teaching method are becoming increasingly prominent. Therefore, how to promote the teaching reform of college gymnastics is an urgent problem to be solved. "Paradigm" was first proposed by scientist Kuhn in the structure of the scientific revolution, which mainly refers to the way scientists examine relevant research fields [1]. At this stage, the word "paradigm" has been widely used in various disciplines, which has a far-reaching impact on social science research. Introducing the concept of "paradigm" into the teaching reform of gymnastics course in colleges and universities can bring changes to the teaching objectives, lessons, teaching methods and teaching ideas of gymnastics course, and effectively improve the teaching quality of gymnastics course.

2. PROBLEMS IN GYMNASTICS TEACHING IN COLLEGES AND UNIVERSITIES

At present, there are still many problems in gymnastics teaching in colleges and universities. First, the class hours of gymnastics courses are obviously insufficient. The teaching content of gymnastics course mainly covers four parts: skill, horizontal bar, parallel bar and horse vaulting. There are obvious differences in the technical movements of each part. Because there are many technical contents to master, the learning time of basic gymnastics is constantly compressed. However, basic gymnastics is not only the content that physical education students must master in education in the future, but also the basic quality that they must have in gymnastics learning. Due to there are problems of many contents and few class hours in gymnastics teaching, and the lack of corresponding gymnastics practice foundation before, some students' physical quality is poor and their ability to accept gymnastics knowledge is weak. Especially in the process of technical gymnastics learning, students' insufficient arm strength and lack of good sense of space affect the learning and mastery of technical movements. At this stage, according to the class hours and 48 class hours per semester stipulated by the Ministry of education, the gymnastics curriculum is designed in four aspects, therefore, the average study hours of each part are only about 12 class hours. The contents of each part also include many technical movements, such as forward roll, backward roll, shoulder elbow handstand, floor exercise, etc. It is difficult for students with weak foundation to master all technical movements in a limited class hour. Second, the lack of gymnastics teaching resources. The teaching conditions of colleges and universities in some areas are relatively poor, and some project equipment used in gymnastics teaching does not meet the relevant standards. Moreover, there is a serious shortage of venue resources, and many colleges and universities have not set up special gymnastics training rooms. Even if there are gymnastics training rooms, the conditions and facilities are relatively simple, and they are not maintained regularly, resulting in unavailability or major potential safety hazards. For example, when learning goat jumping in gymnastics teaching, most colleges and universities only need the facility of horse jumping, which increases the difficulty of students' learning, and it is difficult to meet the requirements put forward in the syllabus because of the change of form requirements. Third, the old teaching mode. At present, in the process of gymnastics teaching in colleges and universities, many teachers still maintain the traditional teaching concept, and the teaching methods and teaching modes adopted are old, which is difficult to mobilize students' learning enthusiasm and affect the teaching effect of gymnastics course. At the same time, some colleges and universities lack gymnastics teachers and do not pay attention to the construction of teachers, which leads to the lack of teaching level and affects the promotion of teaching reform.
3. REFORM CONTENT OF GYMNASTICS CURRICULUM PARADIGM IN COLLEGES AND UNIVERSITIES

3.1 Reform of teaching goal paradigm
The teaching goal of gymnastics course in colleges and universities should be consistent with the overall goal of talent training of physical education majors in colleges and universities. During the reform of gymnastics course teaching, we need to fully understand and correctly understand the development trend of gymnastics, master the practical needs of society for gymnastics, and carry out targeted teaching adjustment and reform on this basis. Only in this way can the trained talents meet the needs of social development [2]. At the same time, in the process of formulating the teaching objectives of gymnastics course, teachers need to combine the school conditions and the actual situation of students. Through the learning of gymnastics course, students should master the basic gymnastics knowledge and skills, can carry out queue transfer and team change, and master the basic teaching ability to become a physical education teacher. In addition, we should also have the ability to guide social sports work and activities through gymnastics.

3.2 Teaching content paradigm reform
In the past, technical gymnastics usually accounted for a large proportion in the teaching content of gymnastics courses in colleges and universities. Therefore, for the reform of the teaching content of gymnastics courses, we should increase the proportion of basic gymnastics and maintain the balance between basic gymnastics and technical gymnastics [3]. In the process of gymnastics course teaching, for basic gymnastics, modular teaching can be adopted, mainly through performance, competition and other means for training and assessment, and teaching in the form of groups to improve students' autonomous learning ability. the gymnastics teaching competition referee learning is integrated into the teaching process, which is assessed by teachers and students in many subjects, and the assessment time is in the middle of the semester. For the technical gymnastics, the layered teaching method is mainly adopted, the module practice is carried out according to the different technical movements, and the examination adopts the separation system of examination and teaching. the assessment content shall be assessed in combination with the module teaching results. Students shall select one assessment content and randomly select one content for assessment. the assessment content is divided into two parts, one is the specified action assessment, the other is the module technology routine assessment. In this part, each item implements the school level gymnastics grade examination in combination with the gymnastics action grade formulated by the state. In this way, it can help students carry out targeted module training in combination with their own situation and better master gymnastics knowledge and movements.

3.3 Teaching mode paradigm reform
In the process of gymnastics teaching in colleges and universities, we should not only reflect the leading role of teachers, but also fully highlight the dominant position of students and take students as the center in teaching. In the new syllabus, it is clearly required that a variety of teaching modes should be reasonably adopted during teaching. Therefore, it is necessary to reform the existing gymnastics curriculum teaching mode, integrate flipped classroom, matrix teaching and micro classroom into gymnastics curriculum teaching, and realize the teaching mode of teachers' guidance and students' active participation.

4. EPILOGUE
To sum up, there are still some problems in the current gymnastics teaching in colleges and universities, such as obvious shortage of class hours, lack of gymnastics teaching resources, outdated teaching mode and so on. Through the implementation of paradigm reform, promote the reform and innovation of gymnastics teaching objectives, contents, modes, methods and assessment methods, effectively improve the effectiveness of gymnastics teaching, and lay a solid foundation for talent training in colleges and universities.

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REFERENCE
Teaching Design Of "Financial Management"
Course Based On Flipped Classroom

Lili Jia
School Of Economics And Management, Taishan University, Taian, China

Abstract: In the current situation of rapid social development, all walks of life are undergoing reforms, and the society's demand for high-quality talents is also increasing. As the society's demand for talents is increasing, traditional teaching methods can no longer be. To meet the demand for high-quality talents, in the new era, a new teaching method "flipped classroom" has emerged. the teaching method of flipped classroom reflects the "student-centered" teaching concept. the self-learning ability enables students to play the leading role in the classroom and learning. Compared with the traditional teaching method, the flipped classroom teaching method can improve the comprehensive quality of students. This paper discusses the course teaching design of "Financial Management" under the flipped classroom.

Keywords: Flipped Classroom; Financial Management; Instructional Design

1. RESEARCH BACKGROUND

my country's current teaching mode is undergoing changes. With the development of the times, the traditional teaching method has been relatively backward, and the improvement of students' comprehensive quality is limited. At this stage, more and more enterprises have higher and higher requirements for students' comprehensive quality., which also poses a challenge to the teaching of colleges and universities. Many colleges and universities are actively adapting to the development of the times, changing their teaching mode, abandoning the traditional "indoctrination" teaching mode, and using the flipped classroom teaching mode for learning. the traditional teaching method is dominated by teachers. Teachers instill a large amount of theoretical knowledge in the classroom to carry out teaching activities. This teaching mode not only makes it difficult for students to understand theoretical knowledge, but also has problems with theoretical practice. There are opportunities for practice, so traditional teaching methods have limited improvement in comprehensive ability. the flipped classroom teaching mode is to give full play to the dominant position of students, and the teaching concept has changed from teaching-centered to learning-centered, so that students can exert their ability to learn autonomously and conduct autonomous learning. Teachers often play the role of guides in their learning and life., guide students to learn. At this stage, various majors in various colleges and universities are actively carrying out the reform of the flipped classroom model, and the course of financial management is no exception [1].

2. FEASIBILITY ANALYSIS OF FLIPPED CLASSROOM APPLICATION

Financial management is an important economic management activity to deal with financial relationships. As a very important course for economic management students, the financial management course has a great impact on the future development of students. the discipline of financial management is highly practical and theoretical, which requires students to understand and master theoretical knowledge, and has relatively high requirements for practical ability. the traditional teaching methods obviously cannot meet the learning requirements of financial management courses. the characteristics of the flipped classroom also determine that the subject of financial management must also be taught in the flipped classroom. First of all, the course of financial management is very practical. Students can’t understand a lot of theoretical knowledge directly at the beginning of the study, so they can play a few examples before the class to warm up the students and pave the way for the following theoretical explanations. Secondly, a large number of cases can be used to explain in class, which can make students understand better. the flipped classroom requires students to preview theoretical knowledge before class, so it is much better to absorb theoretical knowledge than traditional teaching methods during learning. Finally, the characteristics of the course of financial management determine that the assessment method cannot use traditional paper examination papers, which makes it unreasonable to control the students' learning situation. Comprehensive assessments such as in-class tests, course papers, and case analysis can obviously better understand the students' learning situation, and can better improve the students' practical ability.

3. CURRENT SITUATION OF CLASSROOM TEACHING OF FINANCIAL MANAGEMENT

3.1 The teaching form is single and the classroom atmosphere is dull

The traditional financial management teaching method is that teachers unilaterally instill knowledge into students, and this traditional teaching method is called "indoctrination" classroom. the traditional teaching method is the teacher's "one word" in the classroom. Explain the knowledge on the PPT to the students bit by bit, while the students are immersed in taking notes below. Due to the use of multimedia equipment such as PPT, the teacher teaches a lot of knowledge in the classroom. the students need to keep taking notes below, and the students do not think at all. However, the teacher's "one talk" makes only the teacher speak in the classroom, and the students' participation in the classroom is not high, which makes the classroom very dull. This traditional teaching method not only has a dull atmosphere in the classroom, but also the quality of the classroom is very low. the
teacher lectures continuously on the podium, and the students quickly draw textbooks and take notes below, so that the students have no time to think about the nature of the knowledge points, just simple Remember another knowledge point. Although students remember the content of this knowledge point in class, they do not understand the knowledge they have learned enough, resulting in the so-called "dead book" situation. This teaching method is very unfavorable for students majoring in ability enhancement. With the progress of the curriculum reform, many schools have begun to change the teaching mode, but due to the influence of traditional teaching concepts, many teachers' traditional teaching concepts are deeply rooted, so that although the new teaching mode is used in the classroom, the effect is not good. Therefore, in the new era, the society has put forward higher requirements for education. We should start with teachers, change the traditional teaching concept, adapt to the new teaching method, make the teaching method develop in a diversified direction, and make the classroom atmosphere active. Stand up.

3.2 Teaching emphasizes theory and despise practice
Financial management is a highly theoretical subject in the teaching process, the teaching method is mainly based on theoretical teaching, but the ultimate return of knowledge is practice. Only in practice can the results of learning be tested. It is only through practice that we can have a further understanding of knowledge, and problems that we do not understand in learning will become much easier to understand in practice. The textbooks of the theoretical course of financial management are jointly compiled by many well-known educators, and the theoretical knowledge contains a lot of content. It is impossible to master all the textbook knowledge based on the students' own understanding. Therefore, practice is used in teaching. It becomes crucial. At present, the teaching of financial management major is mainly based on the explanation of theoretical knowledge, ignoring the teaching of practical departments. Schools and teachers pay more attention to theoretical knowledge, and ignore the practical teaching link and even some schools have not started the practical teaching link. Even if many application-oriented colleges and universities have set up practical links, they are only "change the soup without changing the medicine", which is still another way to teach theoretical knowledge. The contempt for the practical link leads students to have theoretical knowledge and cannot apply it, so it will be extremely difficult to get started in the early stage of work, which is not conducive to the development of students in the future. Therefore, when teaching financial management, colleges and universities should pay more attention to the practice of students, so that students can combine the theoretical knowledge they have learned with practice in the teaching stage, and when they participate in work in the future, they can put their own the knowledge learned can be used better, and the knowledge mastery can be avoided in the situation of textbooks.

3.3 Grades are assessed once, ignoring the process assessment
At this stage, the assessment of financial management courses is mainly through the final assessment, and most of the content of the exam is the content that needs to be recited, which leads to many students sprinting a few days before the end of the term. Although financial management requires many things to be recited, the course of financial management needs to be understood and practiced. Simply reciting makes students not really learn the course of financial management well, and the final exam is a traditional single time. Sexual assessment has a poor grasp of students' learning status. Students may not study at all in the learning process, and they may not understand the knowledge. After the final exam, they may forget all the knowledge they have recited in the past two days, which is not conducive to Cultivation of applied talents. Therefore, when evaluating grades, teachers should not only focus on final grades, but should combine multiple factors such as the entire learning process, classroom performance, and practical ability to make assessments, so that students' learning conditions can be fully reflected. The purpose of the assessment It is not to improve students' academic performance, but to supervise students' learning status. Teachers can assess students' learning status in the learning process through process assessment, and urge students to study, so as to avoid the possibility of obtaining low scores by reviewing a few days before the test, but the knowledge is forgotten after the exam.

4. THE KEY FACTORS OF FLIPPED CLASSROOM TEACHING
4.1 Teaching video
The flipped classroom is dominated by students. In the teaching of the flipped classroom mode, teaching videos are very important. Based on the flipped classroom mode, students can use teaching videos to carry out learning. This mode breaks the time and space boundaries of learning, making Students can study anytime, anywhere, using instructional videos. It can enable students to preview before the class, and it is easier to understand the content of the book in class. After class, students can use the teaching video to watch it repeatedly if they don't understand well in class. The recording of teaching videos should be short and focus on the key points. It is better to be humorous, so that students have the desire to watch [2].

4.2 Classroom Design
The reform of the class mode naturally means the redesign of the classroom teaching tasks. In carrying out teaching activities, although students can teach outside the classroom, the most benefit of students' knowledge is in the classroom. Therefore, the design of the classroom should be carefully and delicately, so that students can learn more knowledge in a shorter time., improve the efficiency of classroom teaching. When designing a classroom, do not design boringly what content should be explained at which time, but should combine classroom explanation with practice, such as role-playing in the classroom, so that students can integrate into the future work situation, and it is better understand the learning content. Case analysis teaching for the obscure parts, so that students can better understand. Teachers should
carefully design each class to maximize the benefits of the class.

4.3 Learning Platform
Schools should establish relevant learning platforms or public accounts to help students better carry out their studies. Establish a relevant network teaching platform, teachers can publish tasks on the network teaching platform, guide students to complete the learning, upload learning materials and learning videos on the teaching platform, so that students can learn independently outside the classroom. Teachers can also use the online teaching platform to conduct tests to monitor students' learning. Therefore, the establishment of a perfect teaching platform is conducive to improving students' learning efficiency.

5. CURRICULUM INSTRUCTIONAL DESIGN
The classroom design based on the flipped classroom is mainly realized through three aspects. The first is to change the traditional teaching concept and change the teaching mode. the second is to do a good job in the design of pre-class teaching activities to improve classroom efficiency. Finally, organize classroom activities to allow students to actively participate in the classroom.

5.1 Change the teaching concept
The most fundamental change from the traditional teaching method to the new flipped classroom model is the change of the teaching concept. We should abandon the traditional "indoctrination" teaching, give play to the teaching concept with students as the main body, and cultivate students' autonomous learning ability. In the development of the flipped classroom model, teachers have changed as knowledge imparters to learning guides, and students' learning has changed from passively accepting knowledge in class to independently completing homework, collaborative research, thinking and discussion, etc. Secondly, the place where students study is not limited to the classroom, but can study anytime, anywhere. At this stage, if the course of financial management is to complete the change from the traditional teaching method to the flipped classroom teaching method, the teaching concept must be changed.

Financial management is a highly theoretical subject and requires practice to help understand the theoretical knowledge learned in the classroom. Therefore, in the process of teaching, teachers should try to avoid the appearance of "one-word teaching". In the traditional teaching concept, teachers are the leaders of teaching, which leads to students passively learning theoretical knowledge under the leadership of teachers. The result may only be the recitation of theoretical knowledge, without a thorough understanding of theoretical knowledge, students will find it very difficult to learn. Therefore, teachers should change their own teaching concepts in the classroom, change their identity as a leader into a leader, guide rather than lead students' learning, regard students as the main body of the classroom, and enable students to learn and understand what they are learning through the guidance of teachers. Knowledge. Teachers can use a variety of teaching methods through the "flipped classroom" method, so that students can explore the nature of knowledge and master what they have learned. Practice is also an indispensable part of financial management teaching. Although financial management is a highly theoretical subject, the return of knowledge is ultimately practice. Practice is essential and can help students better understand learning.

5.2 Do a good job in the design of pre-class teaching activities
To implement the flipped classroom, it is an important condition to do a good job in the design of pre-class teaching activities. the traditional teaching mode also puts forward the requirements for students to preview before class, but lacks the guidance of teachers, and the preview efficiency is not high. the traditional teaching mode still pays more attention to the teaching of knowledge in the classroom. In the flipped classroom mode, teachers will make careful arrangements for students' pre-class preview, instruct students what content to preview in the form of task sheets, and record relevant short videos to assist students in pre-class preview, so that pre-class preview can be achieved. It is closely integrated with the classroom [3].

In traditional teaching, teachers will also arrange for students to preview the class, but most students simply go through the textbook when previewing, and they do not understand and learn the content of the textbook by themselves, which leads to students' pre-class preview. the effect is not ideal. When lecturing, teachers carry out teaching activities according to the established teaching plan, and basically do not give targeted explanations to the problems encountered by students in the pre-class preview. This is a very obvious in traditional teaching methods. disadvantages. In the flipped classroom model, teachers should guide students to preview the content of textbooks, guide students to deepen their pre-class preview, solve simple problems, and explore difficult problems. the problems that cannot be understood will be explained one by one to improve the efficiency of the classroom.

5.3 Well-organized classroom teaching activities
In the flipped classroom teaching mode, classroom teaching activities should be organized. In class, not every class is taught by teachers explaining knowledge points, but some small activities, such as role-playing, are organized so that students can integrate into the class. In the actual work situation, the students can better understand the content of the study, and can also conduct classroom activities such as case analysis and brainstorming to help students understand theoretical knowledge.

When teachers conduct financial management teaching activities, they should change a single teaching method to avoid the emergence of teaching methods such as "filling the classroom" and "one-word classroom", but let students participate in the teaching activities. For example, teachers can use scenarios in the classroom. Role play in teaching, simulate the situation after students work, use classic cases to enable students to solve problems they may encounter in future work, students simulate work.
6. CONCLUSION
For the teaching design of the "Financial Management" course in the flipped classroom, schools and teachers should abandon the traditional teaching concept, change the thinking of teachers as the main body, and use students as the help to cultivate students' autonomous learning ability. Do a good job in the design of pre-class teaching activities, and guide and plan the students' pre-class preview, so that the pre-class preview and the classroom are closely integrated. Classroom teaching should be carefully organized, avoid indoctrination teaching, but carry out more activities such as role-playing and case analysis, so that students can better understand.

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New Thinking Of Higher Education Management In the New Era

Xianzhu Jin
College Of Education, Jinggangshan University, Ji'An, Jiangxi, China

Abstract: In recent years, with the development of social economy and the advancement of reform, higher education management is also facing new challenges. There are still many deficiencies in higher education management. So far, no higher education management research theory reflecting our country socialist characteristics has been formed. It is of great theoretical and practical significance to change the management mode of higher education, establish a new management concept and management mode, and study the educational management of colleges and universities in the new period. It is the only way to seek development and promotion in the future.

Key Words: Higher Education; Higher Education Management; University Classification

1. INTRODUCTION
At present, our country science and technology is not high enough, the development is uneven, and the contribution rate of scientific and technological progress to economic development is only 30%. As far as the overall development level of knowledge economy is concerned, it lags far behind the United States. Only by taking the initiative to welcome the arrival of knowledge economy and implementing the correct development strategy of "rejuvenating the country through science and education", can our country catch up with developed countries and strive for the initiative in international competition. There are two main countermeasures to meet the knowledge economy and implement the "rejuvenation of the country through science and education": first, establish a national knowledge innovation and technological innovation system to try to make greater development of China's science and technology, especially high-tech and high-tech industries. Second, deepen educational reform and actively cultivate talents with innovative ability. This makes higher education, which takes innovating knowledge and cultivating innovative talents as its own responsibility, face new challenges.

The development of higher education is inseparable from the guidance of the party's educational policy and policy. The management of higher education should determine its objectives according to the requirements of the party's educational policy and policy objectives. The reform and development of modern higher education requires people to pay attention to and study the development trend of international economy, science and technology, enhance the awareness of opening up education, and seriously learn from the useful experience of countries all over the world, so as to speed up the development of our country higher education. This requires that the establishment of higher education management objectives should not only focus on the basic requirements of the state and society for the development of higher education, but also reflect the scientificity of management theory, the modernity of management concept, the efficiency of management practice, the practicability of management content and the purpose of management process. Without the scientific thinking mode of management, the goal can not be reasonable and feasible, and it is difficult to achieve the purpose of target management. If we lack the characteristics of the times, we can't make its goal meet the requirements of higher education reform and development, which is contrary to the original intention of higher education management. If we can't make its operation simple, clear and easy, it is not easy to be accepted by both the subject and object of management, and it is difficult to achieve twice the result with half the effort.

The natural attribute of higher education management refers to the stability of higher education management activities that do not change due to social conditions and the background of the times; the social attribute of higher education management refers to the nature of different characteristics of higher education management activities with the changes of social form and the special personality formed in the process of historical development. The natural components of higher education management are mainly reflected in three aspects:

1.1 The universality of higher education management, that is, higher education management is universal. No matter which country or historical period, as long as there are higher education activities, it is necessary to manage the activities of cultivating senior professionals.

1.2 The commonality of higher education management, that is, higher education management has obvious commonalities in various historical development periods. These commonalities will not change due to national political, economic, cultural and other differences, nor disappear due to the changes in historical periods. Therefore, the excellent part of Chinese traditional higher education management has been inherited and carried forward. the school and college system of European medieval universities has been adopted by modern universities, and its degree system has been followed up to now.

The influential educational management thought in the 20th century has also been popular all over the world. Taylor's scientific management theory, Wilbur York's democratic interpersonal relationship theory represented by Wilbur and Daniel Griffith and the behavioral science theory developed therefrom, Max Weber's bureaucratic organization theory of German sociologist, and Talcott Parsons's open system theory of American sociologist.
Administrative management is indispensable in the management of higher education, such as formulating the plan of higher education, allocating and regulating human, financial, material and other resources, inspecting and supervising the implementation of the plan, coordinating all aspects of the higher education system and making it operate normally. However, in higher education management, academic management is a very important aspect. The level of academic level and the success of academic management have a significant impact on the level and development of higher education management. Therefore, in the management of higher education, we must adhere to the unity of academic management and administrative management.

Although academic management and administrative management in higher education management have these different characteristics, they are only relative. Academic management and administrative management are often intertwined and difficult to be completely separated. Especially with the increasing popularity of higher education, the expansion of the scale of colleges and universities and the increasing complexity of the internal structure, the difficulty of higher education management is also gradually increasing, which will promote the strengthening of administrative management. In the management of higher education, we should pay more attention to adopting different methods for management according to the different characteristics of academic management and administrative management, and try to coordinate the relationship between them. We must not replace academic management with administrative management.

Exploring the process of management activities is one of the core issues of management science. The management process is a dynamic process and link that performs a series of management functions to achieve management objectives. Management activities should exercise their basic functions according to certain procedures and form orderly management processes and links, so as to smoothly realize the management objectives. Pay attention to handling the relationship between management and service according to the characteristics of higher education. We must fully understand and respect teachers, respect their personality and personality, and understand that they have the characteristics of individual labor mode, like independent thinking, truth-seeking thinking habit in case of problems, etc. Their business achievements should be reasonably evaluated and fully affirmed.

In the management of higher education, when dealing with the relationship between management and service, we must also unify the responsibility to the superior leading organs and the responsibility to the masses. The development of higher education management must rely on the majority of teachers and students. If we only look at the superior and fail to see the masses, we will not solve problems from reality, dampen the enthusiasm of teachers and is not conducive to the development of higher education management.

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Application Of PBL Combined With Scenario Simulation Teaching Method In Adult Nursing Course

Ting Li¹, Jun Luo²
1. Nanchong Vocational College of Science and Technology, Nanchong, sichuan 637000, China;
2. Sakharov Institute, Belarusian State University, Minsk 220030, Belarus

Abstract: Adult nursing as one of the key courses of nursing professional learning, it is of great significance to improve the nursing knowledge and skills of nursing students, but in the traditional teaching process, teachers have been dominant, thus suppressing students' learning enthusiasm, which is not conducive to the improvement of teaching quality. Therefore, in this paper, PBL and situational simulation teaching method are combined to carry out teaching, which can establish the learning subject status of students.

Key words: PBL Teaching Method; Situational Simulation Teaching Method; Adult Nursing; the Specific Application

1. INTRODUCTION
With the continuous development of modern medical technology and patients' new requirements for medical staff, the ability of nursing staff needs to be further improved to meet the development needs of modern hospitals. Therefore, it is of great significance for nursing students to improve their nursing core competence. Colleges and universities should pay more attention to the cultivation of critical thinking, clinical practice ability and problem solving ability in the training of nursing students, which has become the key and difficult point in teaching. This paper aims to study the application effect of PBL combined with scenario simulation teaching method in adult nursing courses.

2. BASIC CONCEPTS
2.1. PBL teaching method is a teaching mode based on constructivism theory. In the teaching process, TCM students are the main body and research learning is carried out with questions as the core. Situational simulation teaching method refers to a teaching method that creates classroom teaching scenarios through multimedia application, physical demonstration, role playing, experimental operation and other means [1]. By adopting PBL teaching combined with the simulation of teaching mode, to be able to place students in real care situations, through guiding the expansion of the teaching process, the dominant position of fully respect the student in the teaching process, thus to improve the students' participation enthusiasm, promote the adult nursing courses to promote the teaching effect.

2.2. Application of PBL combined with scenario simulation teaching method in adult nursing teaching
2.2.1. Teaching content and textbooks
In adult nursing course, according to the teaching content, it can be divided into respiratory system, circulation system, urinary system and other 11 chapters. In the teaching process, teachers should change the traditional teacher-led teaching mode, establish students' dominant position in the learning process, and stimulate students' interest in learning as the premise of teaching. Teachers said that PBL teaching method should be applied to the theoretical teaching of adult nursing courses, for each chapter according to the teaching contents and teaching target, the use of 2 ~ 3 specific case in clinical practice as the teaching resources of PBL, so as to make the teaching content can have specific support, design some instructive questions as the concrete practice way of PBL teaching method, Thus, PBL teaching practice can be expanded. Then, the PBL cases are changed into different nursing related scenarios of scenario simulation to carry out the experimental teaching of scenario simulation. When it comes to key chapters, teachers need to take into account the actual learning situation of students and systematically review and summarize basic knowledge before teaching to ensure that students have a relatively complete knowledge system in teaching and avoid confusion. When teaching the objectives of the chapter, we can consider the use of self-made handouts, which can maximize the teaching content to fit the reality.

2.2.2. Prepare before class
When content of different system of nursing teaching, the teacher must, in accordance with the section teaching content to write different teachers guide, in which involves different sections of the teaching contents and teaching target, clinical nursing teachers will experience case as teaching resources into the teaching cases, and attach the resources, so as to guarantee the teaching quality. Speaker teachers will need a week in advance in students’ learning needs learning case, PBL learning record information, knowledge and skills, patient record single distributed learning materials to students, such as learning needs in advance for preparation of the course content, make every student can clear their learning tasks, so as to achieve the desired learning objectives. In the process of grouping students, it is necessary to take into account the scores, personalities and other factors of students, so as to realize the complementation between the members of the group, so that the strength of each group is kept in a relatively balanced state, and each group is equipped with a tutor. Before class, students should carefully read the distributed learning materials and fill in.
the corresponding learning materials. Students are encouraged to search for relevant learning materials through library collections, literature databases and the Internet, so as to complete the pre-class preparation activities [2].

3. CLASSROOM LEARNING

3.1. The PBL combined scenario simulation teaching method is set as three class hours. The classroom is managed by the leader of each group, and each group is also equipped with a reader and two recorders. The group leader is responsible for the division of tasks of the group members, including reading, recording, homework, reporting, etc. First need to read aloud to read this case, so that the students can understand the experiment content, and the team members according to the prior to address the issue of PBL record sheet, make full use of existing knowledge to case analysis, and understand the defects of their own knowledge system, determine the unknown knowledge learning, the division of labor. The recorder is responsible for correcting and improving the problems in PBL teaching, and for recording the group members' contributions to PBL learning.

3.2. For the problems that students fail to find in the learning process, teachers should provide timely guidance to ensure learning efficiency [3]. Teachers will be needed for the use of scene simulation teaching method, the case of PBL teaching information into the data in the system, and according to the case to build corresponding simulation scenarios, with angina pectoris case, need to include emergency departments, rescue, emergency orders processing, execution, new CCU patients through succession, morning night, condition change rescue, such as multiple scenarios, Students play a constant role in different scenarios, and students need to judge and deal with patients' conditions according to their own learning experience. After the end of each scene, teachers need to evaluate and summarize.

4. EFFECT EVALUATION

At the end of the course according to the core competence and adult nursing courses teaching goal, for the comprehensive evaluation on the students' comprehensive quality, including clinical nursing skills, disease knowledge, learning ability, critical thinking, and so on, then can also be used questionnaire to understand the students for the application of PBL combined scene simulation teaching effect evaluation. According to the problems reflected in the survey results, the teaching mode should be adjusted so as to improve the teaching effect of adult nursing courses.

5. CONCLUSION

To sum up, the PBL joint scene simulation teaching method can also be in the teaching of the adult nursing courses, can effectively enhance students' enthusiasm for nursing course learning, improve the students' autonomous learning ability, enhance the students' ability of clinical nursing at the same time, in order to improve the nursing care of nursing students core competence has obvious effect. Through providing cases and designing simulated scenes, classroom teaching can be flexible, but it also puts forward higher requirements for the teaching quality of nursing teachers.

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Abstract: the Greater Bay Area aims to build an international first-class Bay Area and a world-class city cluster, promote educational cooperation and development, give full play to the synergistic effect of the Greater Bay Area University Alliance, and drive the economic development of the Greater Bay Area through innovation. In order to achieve this goal, colleges and universities in Greater Bay area need to learn from the successful experience of the other three bay areas in the world, so that the resources of colleges and universities in greater Bay area can be integrated and talents can be coordinated. This paper analyzes the current problems to be solved in the talent development of colleges and universities in the Greater Bay Area from the perspective of collaborative talent development and puts forward relevant suggestions and mechanisms.

Key words: Greater Bay Area; Colleges And Universities; Talent; Collaborative Development

1. COORDINATED DEVELOPMENT OF UNIVERSITIES IN THE GREATER BAY AREA
The Greater Bay Area has the innovative superior resources and characteristics of the bay Area in the world, and the university resources in the Bay Area are rich. the integration of original superior resources and coordinated development should be an important source of the innovation-driven development of the Greater Bay Area according to the planning guidance.

1.1 "Think Tanks" in the Bay Area
According to the QS World University Rankings in recent years, the top 100 universities are located in the four major bay areas of the world. the San Francisco Bay Area has 9 universities including Stanford University, the Greater Bay Area has 5 universities including Harvard University, the New York Bay Area has 3 universities including Harvard University, and the Tokyo Bay Area has 2 universities including Tokyo University. [1] In addition, these colleges and universities are diverse institutions of higher education, which can form certain complementary coordination with each other in terms of development focus and level positioning. Referring to the experience of the three Bay areas, innovation is the core driving force of bay area development. However, the university think tank is the source of innovation power in the Bay Area and plays a fundamental and leading role in the overall strategic development of the Bay Area.

1.2 Available resources for universities in the Greater Bay Area
The Greater Bay Area is home to more than 170 colleges and universities, including: QS world top 5 2, building world-class university colleges and universities, the world first-class university 5 subject construction, key construction of colleges and universities (provincial) high level 7, (provincial) 6 colleges and universities in science and engineering university construction, there are many industry characteristic of higher vocational colleges, education resources, structural diversity. Therefore, universities in the Greater Bay Area should be able to serve as the "engine" of scientific and technological innovation in the Bay Area in terms of quantity, quality and innovation capacity.

1.3 Effective integration of university resources in the Greater Bay Area
After years of precipitation, colleges and universities in the Greater Bay Area have formed a relatively stable and clear development trend. Universities show their advantages in basic research; Colleges and universities have both liberal arts and science, diversified nature, and their own characteristics. In recent years, different forms of educational cooperation have been attempted in the Greater Bay Area. To build a platform for the Greater Bay Area to gather global high-end innovation resources, the collaborative development of talents in universities is an important part and an imperative.

2. THE COLLABORATIVE DEVELOPMENT OF TALENTS AMONG COLLEGES AND UNIVERSITIES IN THE GREATER BAY AREA URGENTLY NEEDS TO BE SOLVED
2.1 Universities lack first-class educational resources
All the world-class bay Areas are home to world-class educational resources, while the nine cities of Guangdong, which have the majority of the population of the Greater Bay Area, do not have one of the world's top 100 universities. When the Greater Bay Area was launched in 2017, there were only 680, 000 R&D personnel, including 63, 300 from universities. There are 17, 500 personnel in scientific research institutions. It can be seen that the scientific and technological strength and core competitiveness of university researchers are relatively weak, the share of innovative science and technology support for the region is insufficient, and the high-quality resources of the industry, universities and research institutes are relatively scarce.

2.2 The proportion of talents with higher education in the Greater Bay Area is low

ACADEMIC PUBLISHING HOUSE
According to the national sample survey of 1% population in 2015, of the 67.9749 million permanent residents in the Greater Bay Area, 11.8781 million had received higher education, accounting for only 17.47%, compared with 46% in the San Francisco Bay Area, 42% in the New York Bay Area and 36.7% in the Tokyo Bay Area. [2] the talent quality of the Greater Bay Area is generally lower than that of the other three bay Areas in the world. the proportion of talents with higher education is low, and the agglomeration effect of high-level talents has not been formed.

2.3 The way of attracting talents and supporting measures for talents need to be optimized

Colleges and universities are relatively single in the mode of talent introduction and employment, the evaluation of talents often focuses on projects, papers, patents and other achievements, which fail to meet the needs of industrial development in the Bay Area. At present, the Economic development of the Greater Bay Area has not been balanced, and the social policies of the Greater Bay Area, such as economic level, social welfare and public services, have not been coordinated. Enabling more overseas talents to truly take root in their careers and lives in the Greater Bay Area is an important part of promoting the sustainable development of talents in the Greater Bay Area.

3. PRELIMINARY STUDY ON THE COLLABORATIVE DEVELOPMENT MECHANISM OF TALENTS IN UNIVERSITIES IN THE GREATER BAY AREA

3.1 Construction of high-level "think tank" to attract talents by magnetic

"We will support think tanks in the Mainland, Hong Kong and Macao to strengthen cooperation and provide intellectual support for the development of the Greater Bay Area," the outline states. Guangdong colleges and universities actively participate in the national science and technology plan by cooperating with them to build "think tanks" in the form of research institutions and exchange centers. Take the research of one field as a breakthrough, and drive the development of other fields. This is a "sharp tool" to cooperate with colleges and universities in the Greater Bay Area and improve the educational resources of colleges and universities in the Greater Bay Area, especially colleges and universities. However, the "think tank" needs the support of a team, so the "think tank" can attract high-level talents to form a strong team effect.

3.2 Construction of three-dimensional talent system

Big bay area colleges and universities should grasp the big bay area development strategy and the construction of socialism with Chinese characteristics in shenzhen first demonstration zone, guangzhou old city to realize the development of new energy opportunities, combined with the national strategic industry and the market demand dynamic layout, needs of industrial innovation chain configuration combined with their own school-running orientation, clear development direction of key subjects, ready to lead to planning. We will integrate talent and wisdom with industrial demand and innovation-driven development. Colleges and universities can recruit talents from all over the world in a variety of ways according to the actual needs of discipline construction. Pooling wisdom, forming a three-dimensional talent system in which leading talents play a driving role and other talents play a supporting role of basic forces.

3.3 Actively integrate into the development needs of the Bay Area to promote talent development

On the one hand, combined with the outline of a batch of major projects of strategic emerging industries, to grasp the global technology tuyere, jointly undertake new display, modern traditional Chinese medicine (TCM), intelligent robot, beidou satellite application project in key areas such as industry research and development "orders", actively undertake and incubator of science and technology projects, to further promote has introduced the innovation and development of high-level talent agglomeration. On the other hand, we will rely on the Guangzhou-Shenzhen Science and Technology Innovation Corridor to strengthen personnel exchanges, further gather international talents, universities, innovation platforms and other innovation resources, and promote the free flow and deep integration of talent, technology, capital, information and other innovation factors.

3.4 Implement talent incentive policies to improve the enthusiasm of talent innovation

Universities in the Greater Bay Area should establish a scientific and diversified talent incentive mechanism, which is different from the single monetary reward model. For example, to increase the proportion of human resource costs and expenses in scientific research projects, to empower talents with more right to control funds, to delegate the right to purchase scientific research equipment, to increase the proportion of talents enjoying the benefits of scientific research achievements, etc. We will implement a classified assessment and evaluation system for scientific and technological personnel, and give academic leaders greater power over personnel, financial resources, and decision-making power over technological routes. For the outstanding talents who have made outstanding contributions to technological research, colleges and universities adopt the career incentive policy of "giving positions, pressing burdens and allocating resources". Only by reusing and trusting talents can colleges and universities produce good demonstration effect and agglomeration effect and attract more excellent talents.

REFERENCE

Study on Site Selection Method for Public Parking Lot Based on GIS

ZHU Shengkun
Rm 242, Wong Foo Yuan Bldg, CUHK, Shatin, NT, Hong Kong SAR.

Abstract: This paper uses the methods of nuclear density analysis and network analysis to evaluate the spatial distribution and accessibility of parking spaces in downtown Jinan. The site selection model of "Preliminary - Preferential" is constructed, and the central area of Jinan is used as the research object, and the parking lot site selection plan is successfully carried out. The feasibility of the model is verified through the comprehensive evaluation system, which shows that this method has theoretical significance and practical value for the research on the location of public parking lots.

Keywords: Spatial Analysis; Accessibility; Public Parking; Site Selection; Model Builder

1. INTRODUCTION
With the rapid growth of China's national economy and the accelerating urbanization process, the number of urban motor vehicles is rapidly increasing, and the problem of difficult parking is becoming more and more prominent, which seriously affects the quality of life of urban residents and restricts the sustainable development of cities. Therefore, it is imperative to strengthen the construction of urban public parking lots. The formulation of scientific and reasonable site layout plan is of great significance to improve the efficiency of urban space utilization, enhance the level of urban traffic operation and increase the carrying capacity of urban roads. The commonly used mathematical site selection model is abstract and complicated to solve. However, GIS with its powerful data management function and spatial analysis capability has obvious advantages when applied to urban public parking site selection. Therefore, this paper mainly adopts GIS spatial analysis method to study urban public parking lot site selection.

2. LITERATURE REVIEW
Developed countries in Europe and the United States have studied the urban parking problem earlier. The United States first began to conduct relevant research from 1940, the first mainly based on the relevant urban parking survey data, research on parking demand, parking characteristics. In 1988 Oppenlander J C used the maximum allowable step distance with the service radius of the parking lot as the restriction condition, and a single-objective site-selection planning model with the objective of the shortest walking distance between the parkers from the parking lot to the demand point to the site selection and the allocation of the number of parking spaces in each parking lot. With the relaxation of the restriction conditions, the optimal solution set of the objective is finally obtained.

Urban public parking lot is one of the most public service facilities, and many scholars have started to use GIS technology to study the location of parking lots. Slagle M, taking Kansas as an example, used GIS technology to combine DEM data with the current land use situation of New York City, establish a spatial geographic database, analyze the current distribution pattern of schools, optimize the school site layout, and find the most suitable location for new schools, and verify the rationality and scientificity of applying GIS technology to the location of public service facilities.

At present, most of the urban public parking lot planning adopts traditional mathematical models for site selection, however, the results of traditional mathematical site selection models are detached from reality and differ greatly from the real environment, which are only theoretical but not practical.

In 2002, Pei et al. first analyzed the necessity of developing an urban parking planning information system based on GIS and proposed the use of Mapbasic language for secondary development on the basis of MapInfo to design an urban parking planning GIS (UPP-GIS).

In 2011, Zhang et al. used common spatial analysis methods of GIS, such as buffer analysis, superposition analysis and kriging interpolation, in the process of siting bus stops. By doing a buffer zone analysis on the bus stops and the corresponding service radius, the distance of the buffer zone was used to determine the location of adjacent stops and to calculate the degree of influence of each influence factor on the siting of bus stops on the comprehensive influence layer.

3. METHODS
In this paper, five methods are used for the study: interpolation analysis, kernel density analysis, slope analysis, parking demand forecast, and site suitability analysis.

3.1 Interpolation Analysis
Kriging interpolation analysis is used in urban public car park siting studies to fit sub-regional population data projections to individual geographic locations to facilitate subsequent analysis to obtain population data for each geographic location.

3.2 Kernel Density
The aim of this analysis is to identify initial sites for public car parks. A neighbourhood search radius of 300m is used to derive a kernel density raster map, which in turn
identifies the peak points where services are clustered within the study area.

### 3.3 Slope Analysis

Slope analysis is used in urban public car park siting studies to calculate the slope values for each geographical location from the topographic elevation grid. The lower the slope value, the flatter the terrain.

#### Parking Demand Forecast

The demand for parking spaces in public car parks is forecast based on the city's motor vehicle ownership and urban planning population.

\[
F_1 = \frac{1}{S} (PK_1K_2K_3) \\
F_2 = Nt_1t_2 \\
F = \alpha F_1 + \beta F_2
\]

\[
F_1 = \frac{1}{2}(PK_1K_2K_3) \\
F_2 = Nt_1t_2 \\
F = \alpha F_1 + \beta F_2
\]

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<thead>
<tr>
<th>Symbols</th>
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<tr>
<td>$F$</td>
<td>Demand for public parking spaces</td>
</tr>
<tr>
<td>$F_1$</td>
<td>Demand for parking spaces based on urban population</td>
</tr>
<tr>
<td>$F_2$</td>
<td>Demand for parking spaces based on motor vehicle holdings</td>
</tr>
<tr>
<td>$P$</td>
<td>Number of urban population (10,000)</td>
</tr>
<tr>
<td>$K_1$</td>
<td></td>
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<td>$K_2$</td>
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</table>
4. Comprehensive Site Suitability Analysis

Taking into account urban land use planning, population distribution, poi distribution and other indicators and their weights, a comprehensive site suitability map can be obtained. It reflects the degree of suitability for construction.

4.1 Case Study

Jinan, the capital of Shandong Province, has 10 districts and 2 counties, a total area of 10,244 Km², a built-up area of 760.6 Km², a resident population of 8,908,700, an urban population of 6,343,800, and an urbanization rate of 71.21%.

4.2 Data Processing

In this paper, the data of parking lots, restaurants, supermarkets, subway stations, factories, parks, scenic spots, office buildings, schools, hospitals and governments in the central city of Jinan in 2020 are used as the data source for this study, and the POI data are crawled and cleaned using Python through the API interface of Gaode Map. Considering the large area, the central city of Jinan is used as the subject of this paper.

4.3 Spatial Characterization

The kernel density method is used for calculation, and the results are divided into 9 levels, among which the density of level 1 is the lowest and the density of level 9 is the highest. From the overall perspective, the density of parking lots in the central city of Jinan shows a high concentration in the central part, a piecewise distribution in the west and east, and the lowest density in the north and south, with a zonal spatial distribution. This may be due to the fact that the overall spatial pattern of Jinan is in the shape of a belt, with the east-west Jingxie Road as the main spatial development axis. It also reflects the relationship between infrastructure deployment and population density. In terms of district distribution, the parking lot in Jinan's Lixia District has the highest density, followed by Huaiyin District, Shizhong District, Tianqiao District, and Changqing District has the most scarce parking lots.

4.4 Accessibility Analysis

Service radius of parking lot:

$$r = \frac{1}{\lambda}(vt)$$

In the formula, $v$(km/h) refers to the walking speed and $t$(h) refers to the maximum finding time of the user. $\lambda$
refers to the curvature coefficient of the road, which is the ratio of the actual traffic distance between two points and the straight-line distance. The size of the road curvature coefficient has a great relationship with the connectivity of the road network, the worse the connectivity of the road network, the greater the road curvature coefficient, then the service radius of the parking lot is smaller. Jinan is located in the low mountainous hills of Shandong Peninsula and the alluvial plain of northwest Shandong, the topography is less undulating, and the road network form is a mixture of checkerboard and free form, the connectivity is better, so the road curvature coefficient is 1.3. Assume that the maximum search time of car owners is 10min. Applying the formula can be found that the service radius is: 0.641km.

Considering that Jinan is a tourist city with many scenic spots and many of them are located in the central city, so adjusting the finding time to 30 minutes, we can know that the service radius is 1.923 km at this time, in addition to taking the middle value of 1.282 km, we can get the following figure.

The analysis shows that only a small part of the central city of Jinan falls within the service area of 0.64km, and it is mainly concentrated in the ancient city area, Shanda Road area, Hero Hill area and Shengfuzhuang area in Lixia District, and the accessibility of parking lots in these areas is good. However, Licheng District, Tianqiao District, Changqing District, Shizhong District and Huaiyu District are not within the coverage area, so the accessibility is poor.

4.5 Parking Demand Forecast

Forecast based on city planning population numbers

According to Jinan City Master Plan (2011—2030), the urban population of the central urban area will not exceed 4.3 million in 2030. Substituting into the formula, there are approximately 97,000 parking spaces in the city's public car parks.

Forecast based on motor vehicle ownership

According to the Urban parking planning regulations (GB/T51149-2016), the total supply of motor vehicle parking spaces should be controlled between (1.1~1.3) times of the motor vehicle ownership in cities with planned population scale greater than or equal to 500,000. Substituting into the formula, there are approximately 104,000 parking spaces in the city’s public car parks.

According to the above forecast results, and combined with the future development of the central city of Jinan, $\alpha = 0.4$, and $\beta = 0.6$, the total demand for public car parks is 101,200 by substituting into the formula.

4.6 Preliminary Selection

POI kernel density analysis was used to first find the initial site selection points for the car park and then calculate the service area for each initial point. Based on the POI kernel density analysis, 524 initial parking site locations were calculated.

4.7 Preferential Selection

The service area obtained from the initial selection is screened, and unsuitable sites are eliminated based on topography, land use and other factors. The number of parking spaces is then assigned to the site. Based on the capacity limits for the number of allocated parking spaces and the spacing restrictions, the parking site is added or deleted to obtain a preferred site that meets the restrictions. Based on the comprehensive site suitability analysis, 323 points are eliminated. Remaining 201 parking site locations.

Comprehensive Evaluation System

The site options identified by the final site analysis are evaluated in comparison with the initial planning options, and can be evaluated by the average impedance response within the parking lot service area.

\[
\left\{ \begin{array}{l}
    t_i = \sum_x \sum_y V_{xy} T(x,y)_i \\
    i = \sum_j \frac{1}{J}
\end{array} \right.
\]

<table>
<thead>
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<th>Selections</th>
<th>Average Impedance</th>
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</thead>
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<tr>
<td>Preferential</td>
<td>4958895043</td>
</tr>
</tbody>
</table>

\$\$
\[
\bar{t} = \frac{1}{n}\sum_{i=1}^{n}\frac{P_t t_i}{F}
\]

\begin{table}
\begin{tabular}{@{}cc@{}}
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Selections & Average Impedance \\
\midrule
Preliminary & 5864579674  \\
Preferential & 4958395043  \\
\bottomrule
\end{tabular}
\end{table}

The lower the average impedance the better the site selection. the model has been proved to be effective in planning the location of public car parks.

5. SUMMARY

The spatial distribution and accessibility of parking spaces in the central city of Jinan were evaluated by using the methods of kernel density analysis and network analysis. the results of the study found that the spatial distribution pattern is centered on the central part of the city and decreases in a belt-like pattern. However, the accessibility of Licheng District, Tianqiao District, Changqing District and Huaiyin District is low and the number of parking lots is far from adequate.

In response to this shortcoming, the article constructs a "Preliminary - Preferential " site selection model and successfully carries out the parking lot site selection planning with the central city of Jinan as the research object. According to the planning scheme of this paper, the accessibility of the parking lot can be greatly improved and the urban traffic environment can be improved.

The feasibility of the model is verified by the comprehensive evaluation system, which shows that this method has theoretical significance and practical value for the study of public parking lot site selection.

BIBLIOGRAPHY


